

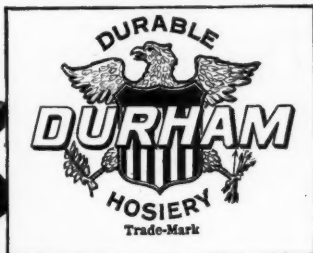
# PRINTERS INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CIV, No. 9

NEW YORK, AUGUST 29, 1918

10c A COPY



ON the good old policy of sound merchandise honestly made and fairly marketed the Durham Hosiery Mills built a nation-wide business.

Nine mills in North Carolina were kept busy. The line was favorably known to the trade. "What can advertising do for us," was a reasonable question for the gentlemen in control of this business to ask.

Today the answer is plain. Not only have sales greatly increased but every pair of hose made by the Durham Hosiery Mills is sold under the Durable-DURHAM trade-mark. Scores

of private brands have been discontinued; manufacturing and selling problems simplified.

As Mr. J. S. Carr, Jr., the President, said, "The surprising thing to us is the number of different and unexpected ways in which advertising has helped us."

The service of Advertising Headquarters to Durable-DURHAM Hosiery began nearly three years before a line of advertising was placed. The intervening time was required for development of trade-markings, packing, rider tickets and other details of preparedness.

**N. W. AYER & SON**  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



# The Standard Farm Papers

*Over 1,000,000 Farm Subscribers*

Through them, you deliver  
your sales message in the  
most economical way to  
one out of every two *worth-  
while* farm prospects.

**Sell a Standard Farm Paper subscriber and you  
sell his neighbors too.**

The Standard Farm Papers are:

**The Michigan Farmer**  
*Established 1843*  
**Prairie Farmer, Chicago**  
*Established 1841*  
**Pennsylvania Farmer**  
*Established 1880*  
**The Breeder's Gazette**  
*Established 1881*  
**Hoard's Dairyman**  
*Established 1870*  
**The Ohio Farmer**  
*Established 1848*

**Pacific Rural Press**  
*Established 1870*  
**The Farmer, St. Paul**  
*Established 1882*  
**Wallaces' Farmer**  
*Established 1895*  
**Progressive Farmer**  
*Established 1886*  
**Birmingham, Raleigh  
Memphis, Dallas**  
**The Wisconsin Agriculturist**  
*Established 1877*

*Western Representatives*  
STANDARD FARM PAPERS, INC.  
Conway Bldg., Chicago

*Eastern Representatives*  
WALLACE C. RICHARDSON, INC.  
381 Fourth Ave., New York City

*All Standard Farm Papers are members of A. B. C.*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CIV

NEW YORK, AUGUST 29, 1918

No. 9

## The Manufacturer, the Retailer and the Dealer Help

How Butler Brothers' Intensive Study of the Retailer's Problems Enables Them to Talk His Own Language

[EDITORIAL NOTE: In these days when manufacturers are rationing goods among dealers rather than using their efforts to develop new sales, the problem of maintaining a close and helpful relationship with the retailer is both extremely important and extremely timely. For that reason the following article, describing in detail the practical and helpful relationship of Butler Brothers with the retailers to whom they sell, should prove of the utmost interest to advertisers in many fields.]

AN editorial in a recent issue of PRINTERS' INK mentioned "talking down to the successful retailer" as one of the reasons why some manufacturers get such poor results out of their service work for merchants.

There is a great deal of this "talking down," for a fact. But the weakness is not so much in this as that those who do the talking down are very likely not to know what they are talking about.

The main requisite of success in service work is actually to know the retailer and his problem. Then tell him the solution in his own language. And make the solution such that he can carry it out with his limited facilities and knowledge.

In other words, don't send the general merchant at Lyndon, Kansas an idea for a window trim that will require a great, big, fine window and a lot of expensive fixtures. Make it so he can reproduce it in his little four or six foot window upon fixtures made out of boxes, barrel heads, canvas pail lids and laths.

If you can convey this kind of fundamental information without

using any patronizing language, so much the better. But if you really know what you are talking about and give the dealer some real information that he can use to increase his profits, he is not going to resent the patronizing tone so much.

Knowing the retailer does not mean that the service man necessarily must work in that store for a term of months or years. He can know him through intensive study and observation.

The retailer may know a great deal more about his business in general than the service man does. But the service man is able, or ought to be able, to tell the retailer some things he does not know.

The man in charge of the retail service work of Butler Brothers—which, by the way, is regarded as being the foremost exponent of successful service work of the kind in the country so far as the small retailer is concerned—told his superior, F. S. Cunningham, of a certain timidity he had in advising successful retailers.

"There was a merchant in here this morning," he said, "who could buy and sell me a dozen times. I am sure I could not run his store as successfully as he is running it. Yet he sat here, seemingly at the feet of the mighty, religiously following my instructions on the matter of figuring profits and turnover."

"Well," replied Mr. Cunningham, who since has become presi-

dent of the firm, "I see nothing remarkable about that. Some of these professors over at the Northwestern University School of Commerce may not be able to run a bank, yet they can tell almost any banker several things he does not know about banking. Because you approach the thing from the outside and study it intensively you are able to tell the successful merchant some things he does not know."

It is a principle of Butler Brothers' service that no theories be tried out on unsuspecting merchants. Everything must "work."

Everything has to be told in the simplest possible language. This is not with the idea that the merchant is not able to read and assimilate matter expressed in a highly "literary" way. He probably can, but he nearly always won't. Even if he can, it is wiser to tell the thing in as few words as possible, and simple words at that.

The trouble with many an expert who attempts to do service work for retailers is that he takes too much for granted. He overlooks the necessity of explaining details that he thinks should be entirely obvious. In demonstrating a window trim he may tell the retailer to drape on a T-stand some lace in seven festoons and place the completed unit in a certain part of a window.

That's all very good. But the point is the retailer may not know what a T-stand is and be absolutely helpless when it comes to festooning the lace. The operation is not nearly so simple as the expert seems to think. If he would explain that a T-stand can be made by fastening two pieces of wood together in the shape of the capital letter "T" and nailing the "T" to a block of wood to hold it up, then the retailer could begin to understand him. If he would demonstrate just how to drape the lace so that the ruffled edge would come to the front each time he would be saying something worth while.

Butler Brothers got out a book

on window trimming which was based on an effort to present this intricate difficult subject in an A, B, C way that any retailer could use.

The book was laughed at by the window-trimming experts. But it helped the merchants to trim windows. It ran through several editions. That book is in small stores all over America to-day, and is doing some real work in the way of helping merchants display their goods properly.

#### EXPLAINS WITH GREAT DETAIL

Each window trim in the book consists of a photograph of the display and the drawing showing the fixtures used in making that display. The description is given in detail. If crepe paper with a ruffled edge is needed in the decorating scheme the retailer is told exactly how to produce that ruffled edge. He is told to pin a certain thing and nail another thing there. Nothing is overlooked. The expert window trimmer does not need these trimming instructions. But the other man does. The book was written for the other man and not for the expert.

Another important branch of Butler Brothers' service work is retail advertising.

The average merchant perhaps knows less about advertising than about any other important thing in his business.

One feature of the advertising service is a series of fully thought-through and carefully worked-out sales plans. In these every possible detail is told and each successive step outlined. There are those who say that the effort in a thing of this kind should be toward getting the dealer to think. The trouble is he won't do it. Neither is he going to any great effort to work on a sales plan unless you show him in advance exactly how to proceed.

These sales plans have such names as Red Tag Sale, 9-Cent Sale, Spot Light Sale, and so on.

The main advertising feature is usually a large, finely-designed handbill printed in colors. The

# National—

## —IN SCOPE AND SERVICE

**I**T is because the H. K. McCann Company organization is national in scope, with branches strategically located, that it offers to its clients merchandising and advertising counsel national in character.

With offices in New York, Cleveland, and San Francisco, the McCann Company has the resources and the knowledge to plan with equal effectiveness a national campaign or a sectional one. In either case the distribution of its branches enables it to keep in closest touch with market developments at all times.

To supplement its organization in the U. S. A., there is a McCann Company office in Toronto—to interpret conditions in Canada as they are—to help plan campaigns there with equal thoroughness.

Results achieved for clients attest the value of the McCann conception of advertising service. Ask us to discuss your marketing problems with you—at your office or any of the McCann Company offices.

### The H. K. McCann Company

61 Broadway, New York City

Toronto  
56 Church St.

Cleveland

San Francisco  
461 Market St.



handbill has on it merchandise with retail prices. This merchandise, it is hardly necessary to add, is sold by the firm as a part of the sales plan.

Then there are a couple of window trims of the same merchandise illustrated and described as shown above.

There are special price tickets, window cards and display cards for the store.

The whole thing is knit together in a pamphlet showing in detail just how the sale is to be conducted. The merchant is told on what day to begin mailing out his handbills to his country customers and then to follow up by mailing them to his town trade. He is told that the window trim and the handbill should appear simultaneously. He is given special directions for decorating the store and re-arranging the stock so as to give the new goods a chance and to create the atmosphere and appearance of "something different." The idea is immensely popular. Many retailers follow it absolutely. Others adapt it to suit their individual requirements. But there is no resentment over the completeness with which the subject is treated. A great many big retailers use it, too.

#### A STORE PAPER ALMOST READY MADE

Then Butler Brothers have what they call the "Store Paper." This is especially adapted for merchants in those small communities where the local newspaper is indifferent or is not at all.

The subject is demonstrated very fully in a book which any customer of the house can have for the asking. It is easy to enthuse the average merchant on the Store Paper proposition. Its benefits are apparent. But when it comes to keeping the paper up, that is where the man is going to fall down. A lot of writing is necessary if the proper presentation of merchandising and price topics is going to be made in each issue. The average merchant is not a writer. Few of them have time to write. Hence the service

bureau undertakes to send the matter necessary for getting up these papers. This is distributed without charge. It is written in a way that will permit its being used entire in the Store Paper if the merchant so desires. Or it can be adapted. In this way the firm does more than ninety per cent of the actual work in getting out the paper.

The accounting and system problems of the firm's customers are taken care of by a 220-page volume called The Butler Way System Book. This presents in a non-technical way such matters as figuring profits, turnover, inventory, stock-keeping, credits, collections and bookkeeping. Previous to the writing of this book it was found that at least seventy per cent of the retailers of this country, big and little, did not know how to figure profits. The only basis upon which many merchants price their goods is their knowledge of merchandise. They know about what a thing ought to be worth without regard to the invoice cost. For the most part they get enough. Trust the retailer for that. But when it comes to a scientific figuring in of the cost of doing business and of differentiating between profits on sales and profits on cost, they are totally lacking. Even the experts admit that this System Book presents the demonstration of this and other problems in a way that actually can be grasped and understood by anybody intelligent enough to run any kind of a store.

In addition to these and other books through which the dealers are helped in a general way, Butlers invite correspondence from their customers telling their individual problems that probably will have to be treated by mail. Firms send in their financial statements to be analyzed with the object of knowing whether they are making a profit or losing. They ask for special sale ideas for window trims covering certain sales. They ask whether they should utilize the services of sales experts in reducing their stocks. They ask

(Continued on page 99)

A leadership based on the approval of one million women and a position of undisputed authority, is enjoyed by

# Needlecraft Magazine

and is responsible for its success.

The subscribers to this magazine are the substantial women of every community. They pay for it a year in advance, because

*"One Woman Tells Another"*



# Court Decision Is Blow at Price-Cutting

Vice-Chancellor Lane, of New Jersey Chancery Court, in Case of R. H. Ingersoll & Brother vs. Hahne & Co., Holds That Price-Cutting Infringes Property Rights as Represented by Trade-Mark and Good Will

A COURT decision which strikes a severe blow at the policy of the price-cutter who marks down advertised, trade-marked goods as "cut-price leaders," was handed down last week in the Chancery Court of New Jersey, by Vice-Chancellor Lane.

The case was that of Robt. H. Ingersoll & Brother vs. Hahne & Company, who conduct a department store in Newark, and the decision was in favor of the former, supporting the Ingersoll contention that if their well-known and advertised watches are sold by the defendant at less than the advertised price, the name and guarantee must be removed. The court clearly and emphatically recognized the manufacturer's good will rights involved in the trade-mark and advertised name, and held that selling goods bearing the advertised name at less than the standard price constituted an injury to this good will. The decision was made under the New Jersey State statute (Laws of 1916, chapter 107), providing that it shall be unlawful for any merchant, firm or corporation to appropriate for his or their use a name, brand, trade-mark, reputation or good will of any maker in whose product such merchant, firm or corporation deals, or to discriminate against the same by depreciating the value of such product in the public mind, or by misrepresentation as to value or quality, or by price inducement or by unfair discrimination to their buyers or in any other manner whatsoever, except in case where said goods do not carry any notice prohibiting such practice, and excepting in case of a receiver's sale or sale of a concern going out of business.

The decision, it will be noted, is on somewhat different grounds

from previous famous cases in the courts involving the principle of price-maintenance. Patent or copyright principles have heretofore been argued. Thus infringement of patent rights was the basis of the Victor Talking Machine Company suit against R. H. Macy & Co., and in the case of the Columbia Graphophone Company versus the Boston Store of Chicago, the court refused to uphold a price-maintenance system based on an agreement between the manufacturer and the dealer on patented goods. The present case, on the other hand, was based on the contention that the producer has a right to control the use of his own property, that is, his trade-mark and the good will he has created for it through advertising and an established policy of reputable dealing.

## BELIEVES THIS CASE IS DIFFERENT

Vice-Chancellor Lane declares that he has "re-examined the cases in the Supreme Court of the United States in the light of counsels' briefs, and has come to the conclusion that the restrictions upon the resale of the article would be valid at common law, and their validity is not affected by either the Sherman or Clayton acts and that the Supreme Court has not yet dealt with the precise situation represented here. . . . The public interest is still the first consideration." Further on he adds:

"It is now well settled that restraints which are reasonable in the absence of the statute are valid. It is also well recognized that a person has a property interest in his trade name and good will, and will, even in the absence of the statute, be protected against injury to that trade name and good will. This right has in this State been as above indicated recognized

The Standard  
Union advertising rate remains at 15 cents. Flat until an increase in our circulation warrants an advance.

At 15 cents it is the best "buy" in Brooklyn by about 125%.

by statute. Since the opinion of the Supreme Court in the *Standard Oil Company vs. United States*, 221 U. S. 1, it has been recognized that the Sherman and Clayton acts must be construed in the light of reason. To say that Congress intended to prohibit an act which had the effect of stimulating interstate commerce and stimulating competition rather than putting a restraint upon either is, I think, to state an absurdity. The proofs before me demonstrate that if defendant and others are permitted to pursue their practice of price-cutting, the business of complainant will be ruined and thereby the volume of interstate trade be reduced, or a method of distribution will have to be adopted which will greatly increase the price to the consumer, which will necessarily result in reducing the volume of interstate traffic; that in either event competition will be effectively reduced. And to what useful purpose? So that retailers may make use of the trade name and good will established after extensive advertising to the extent that the public have associated with the article a standard of value, to fool the public into a belief that because a standard priced article can be sold at a cut price all other goods sold are similarly low priced, in other words, to defraud the public.

"In the cases which have gone to the Supreme Court of the United States there have been involved questions of patent or copyright law not here present. In those cases in which the right to fix a resale price has been under consideration the prohibition against the resale has been against the resale of the article itself. The name or trade-mark or what-not has been so much an integral part of the article as that a resale of the article without reference to the trade-mark or trade name would be practically impossible. In the case at bar the prohibition is not against the resale of the article nor is it impracticable to resell the article without reference to the trade name. Indeed complainant offers to manufacture watches similar to those

marked with his trade name without the trade name. Complainant does not seek to retain any right in the article itself; it merely seeks to restrain the use of its trade name and good will, except under conditions fixed by it. It may permit the purchaser of the article to use its trade name and good will under such conditions as seem fit. It has an interest in addition to that of mere protection to its trade name and good will, for it guarantees the article sold, and scrupulously performs its guarantee, maintaining a large and expensive repair department for this purpose.

"It seems to me that there is a clear distinction between those cases in which the nature of the restraint was such as necessarily to effect the resale of the article itself and the case at bar where the nature of the restraint is not such.

#### SAYS RESTRAINT DOES NOT HERE AFFECT SALE OF ARTICLE

"I find the restraint reasonable both with respect to the public and to the parties and that it is limited to what is fairly necessary in the circumstances of the particular case for the protection of the covenantee; that it does not offend either the Sherman or the Clayton act; that to permit defendant to void the effect of the notice would be to permit an act which would tend to restrain interstate trade if the subject be one of interstate commerce and to stifle competition and to defraud the public. I reiterate my agreement with the remarks of the Supreme Court at Washington in *Fisher Flour Mill Company vs. Swanson*, 76 Washington, 649; 137 Pacific, 144. . . . I think it is clear that a State may, in the exercise of its police power, prevent fraud upon its citizens by the use of the trade-mark name or good will of another even though that trade name and good will is attached to an article which prior to its being brought into this State for distribution has been a subject of interstate commerce."

The conclusions of the court are summed up as follows:

# TRACTORS

**T**HIS field is developing more rapidly than any other line of American manufacture. Ours is the oldest trade paper in the field, a tractor paper since gas tractors first were manufactured over twenty years ago. It is published weekly and is pre-eminently the trade newspaper of the tractor line. Without it no tractor campaign can be complete; in fact many tractor equipment and accessory manufacturers use it exclusively for reaching this line.

Ask for a copy of the **TRACTOR FIELD BOOK.**

## Farm Implement News

*The Tractor and Truck Review*

4 E. State St., Chicago

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# TRACTORS

"1. The practice of a manufacturer who makes and sells an article not the subject of monopoly and subject to keen competition, the price of which has been standardized through extensive and expensive advertising, of affixing a notice under the terms of which purchasers are forbidden to resell at less than the standard price without removing the manufacturer's mark and guarantee, is not offensive to public policy or the Sherman or Clayton acts.

"2. Where the restraint is not upon the resale of the article but upon the use of the manufacturer's trade name and good will it is not within reasoning of the line of cases in the Supreme Court of the United States, the last of which is *Boston Stores Company vs. American Graphophone Company*, U. S. Supreme Court, *Advance Opinion*, April 1, 1918, page 354.

"3. A retailer who buys the article from a jobber with the knowledge of the conditions imposed upon the resale is bound by such conditions.

"4. Chapter 107 of the Laws of 1916 is not offensive to any provisions of the constitution either of the United States or of this State.

"5. Such act was a proper exercise of the police power of the State and properly applies to the use of a trade name or good will, although such trade name and good will may be identified with articles which prior to their coming to this State have been the subject matter of interstate commerce.

"6. When a retailer purchases articles through a jobber in New York, which articles have become known to the public generally through extensive advertising as standard priced, with knowledge that the articles are sold under conditions that they are not to be resold at less than the standard price without removing the manufacturer's trade name and guarantee; with the preconceived purpose of offering them to the public in this State at a price less than the standard, so that the public may believe that all the goods in

the store are similarly low priced, whereas in fact they are not, he will be enjoined from selling at less than the standard price without removing the manufacturer's trade-marks and guarantee.

"7. The right to release rests not only upon the statute, Chapter 107, Laws of 1916, but upon common law principles."

### S. R. McKelvie Nominated for Governor

At the primary election held in Nebraska last week S. R. McKelvie, publisher of the *Nebraska Farmer*, Lincoln, was nominated Republican candidate for Governor by a majority of more than 20,000 votes. Mr. McKelvie has already served his state in the legislature and more recently as lieutenant governor.

### "Corn Belt Farmer" Moves to Des Moines

Beginning with the September issue, the *Corn Belt Farmer* will be published at Des Moines. The publication office in the past has been Waterloo, Iowa. It is stated that there will be no change in management, ownership or representation.

### Capper Nominated for Senatorship

Gov. Arthur Capper, of Kansas, publisher of the *Capper Publications*, was nominated in the August primaries as Republican candidate for United States Senator. He carried every one of the 105 counties against three opponents.

### Leaves Agency Work to Make Airplanes

T. Harry Thompson has left the copy department of N. W. Aver & Son, Philadelphia, to join the Engineering department of the naval aircraft factory at the Philadelphia Navy Yard.

### Sterns Back in Poster Advertising

Edwin E. Sterns, who has been associated with the Bush Advertising Service, New York, has rejoined the Poster Advertising Company of that city.

### Autocall Company Appoints Agency

The Autocall Company, Shelby, Ohio, has placed its advertising account with the Carl M. Green Company, Detroit advertising agency.

# AMERICAN FRUIT GROWER

*The National Fruit Journal of America*

Guaranteed minimum circulation, 175,000 monthly

## ANNOUNCEMENT

is hereby made that beginning January 1, 1919, the advertising rate of the American Fruit Grower will be \$1.25 per agate line flat.

All contracts received prior to January 1, 1919, calling for specified space, may hold the present rate of \$1.00 per agate line up to August, 1919, inclusive.

## New Rate Card

\$1.25 per Agate Line flat, or \$17.50 per inch

Quarter Page, 175 Agate Lines . . . . .	\$ 218.75
Half Page, 350 Agate Lines . . . . .	437.50
Full Page, 700 Agate Lines . . . . .	875.00
Back Cover in Two Colors . . . . .	1,000.00
Back Cover in Three or Four Colors . . . . .	1,200.00
Second or Third Covers in Three or Four Colors . . . . .	1,100.00

Classified Advertisements in Agate Type, 15c per word

Publication date First of Each Month

Cover forms close 10th of Month preceding

Last forms close 20th of Month preceding

Size of Type Page, 9% x 12½ inches

Columns to Page, 4

Column Width, 2¼ ins. Column Length, 12½ ins.

Lines to Page, 700

Inside Pages in Two Colors, 10% extra

**Samuel Adams, Publisher**

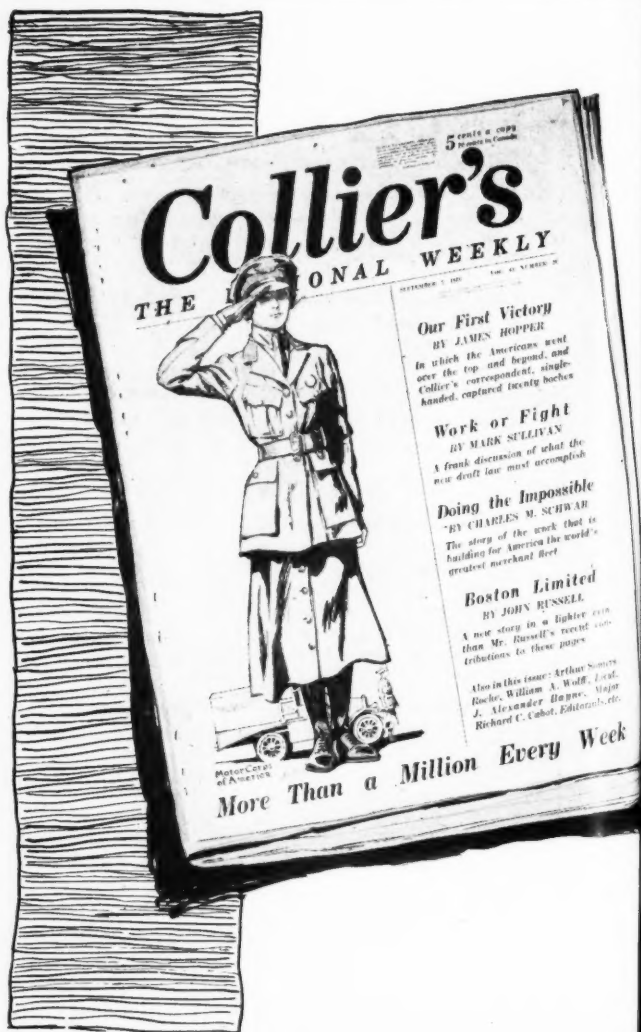
Advertising Representative  
JOHN M. BRANHAM COMPANY

Chicago  
Mallers Bldg.

Detroit  
Kresge Bldg.

New York  
Brunswick Bldg.

St. Louis  
Chemical Bldg.  
Atlanta  
Candler Bldg.



**More Than a Million Every Week**

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## *An Advertised Product —*

When you open your newspaper next Tuesday morning you'll probably see a full-page advertisement of this September 7th issue of COLLIER'S, but we want to tell you something about it in advance—

For the past two weeks the word has been going around the office: "Have you seen the dummy of the 7th yet?"

For the September 7th issue is a forerunner of the big editorial features that will appear every week in COLLIER'S this fall.

Well, in this issue there are vital articles: Hopper tells how he charged with the American forces at Cantigny; Sullivan gives Washington's angle on the 18 to 45 Man-Power Bill; Schwab—yes, Charles M. Schwab writes about ships.

And, by way of entertainment, there are Arthur Somers Roche, William Almon Wolff, and John Russell.

We don't often let ourselves go this way in Printers' Ink about COLLIER'S editorially, but we want to be sure you read this September 7th issue.

# *Collier's*

## **THE NATIONAL WEEKLY**

J. E. WILLIAMS, *Advertising Manager*

**52** **Year**  
**More Than 2 Million Every Week**

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## BALTIMORE--A GREAT SHOPPING CENTER



View on Howard Street, North from Lexington, Showing the Department Stores of Stewart & Co. (Right), Hochschild, Kohn & Co. and Hutzler Bros. Co. (Left)

**B**ALTIMORE stores rank among the best in the country. Some idea of the vast extent of the city's retail activity may be gained from the fact that Baltimore has 14 department stores, 401 drug stores, 3,095 groceries, 1,430 confectioners and fruiterers, 223 shoe stores, 564 dry goods and notions, 228 jewelry stores, 121 furniture stores, 137 hardware stores, 234 tobacco stores, etc., one classification or all a possible outlet for your product!

In the matter of distribution in this wonderful field, a word from The NEWS that we have schedule for your campaign is an almost magical time-saver for your salesmen—practically an “open sesame” between your product and the dealers’ shelves. The dealer sees The NEWS being read all around him—more than likely reads it and advertises in it himself—and knows first hand of the tremendous strides being made every day in its vibrant, pulsing circulation.

National advertisers, in taking up the fertile Baltimore market you are confronted with a circulation situation which requires first hand information if you are to obtain the best value for your advertising dollar. You buy CIRCULATION, not duplication, when you buy The NEWS in addition to the LOWEST RATE PER THOUSAND of any Baltimore paper.

For More MARYLAND BUSINESS Concentrate in

## The Baltimore News

The Fastest Growing Baltimore Paper

AVERAGE NET PAID CIRCULATION, AUGUST 1-15, INCLUSIVE

1918 . . . .	121,211	Daily	113,438	Sunday
1917 . . . .	88,862	Daily	73,663	Sunday
Gain . . . .	32,349	Daily or 36%	39,775	Sunday or 54%

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Frank A. Webb*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# Selling a Big Family of Products by "Selling" the House

Sherwin-Williams' New Campaign Is Result of Logical Evolution Toward Institutional Copy

THE possibilities which lie in consistent and intelligent national advertising are so great that no business man can predict in advance what will be the outcome of advertising when once it is begun. It may lead to the development of wholly unsuspected markets for established products; it may prove the necessity for adding new products to the line; or, as time passes may prove that various products of a single house, which are being advertised individually on their merits, should be grouped under a common identify-

spots on a pack of playing cards or the finish for your grand piano, to the lacquer on a bottle top or camouflage colors on battleships. The Sherwin-Williams Company has also been prominent in the making of insecticides and fungicides.

With the outbreak of the war, the company found, together with other manufacturers, that its supply of dyestuffs had been suddenly cut off. Due, however, to the fact that it had for a number of years manufactured its own dry colors, it was a logical step

## SHERWIN



We are not the only one in the world who make paint. There are many others. But it is a fact that no one else can make paint as well as we. Our paint is made of the best materials and is made in the best way. It is the only paint that will stand up to the most severe tests. It is the only paint that will last for years. It is the only paint that will give you the best results for the least money.

**SHERWIN-WILLIAMS PRODUCTS**  
**PAINTS AND VARNISHES**  
DISTRICTS: COLORED, PIGMENTS, CHEMICALS, INSECTICIDES,  
DISINFECTANTS, WOOD PRESERVATIVES

## WILLIAMS PRODUCTS



Just to get one new material right we manufacture our own leaded zinc

O'Toole Magnesium, New Mexico, there are lead and zinc mines which we own and operate. At Galveston, Kansas, the ore from these Magnesium mines is converted into leaded zinc by us. The production of leaded zinc is a huge industry in itself. With us it is mostly a development in our search for the right materials for the many Sherwin-Williams Paints in which zinc is used. And paint is but one of hundreds of products we

make, each depending upon the kind of materials that go into it in order to best serve its particular purpose.

Our lead and zinc mines and smelters, our flaxseed crushers and linseed oil refineries, our dye and chemical plants are all operated for the sole purpose of getting the right materials from which to make some product that you need, whether it be a pint of paint for your kitchen shelf, or 10,000 gallons of varnish for a fleet of airplanes.

**THE SHERWIN-WILLIAMS CO.**  
Cleveland, Ohio and New York, N. Y.

COPY IN A NATIONAL MEDIUM ADVERTISING THE WHOLE LINE

ing mark and sold on the general house reputation. Instances of the latter sort are becoming increasingly common. One of the latest and best examples of advertising's power to bring together widely varied products under the protecting cover of one name and brand, is that of the Sherwin-Williams Company, of Cleveland.

For half a century the company has been manufacturing paints and varnishes. A list of its products would include finishes for practically every surface from the

to turn toward the study and development of dyes to be used primarily in the manufacture of its own products. The company made a study of the manufacture and future market possibilities of dyestuffs, with the result that it now has a list of intermediates and dyes not only used in its own paints, lacquers, etc., but sold to textile, wall-paper and printing ink and other industries.

Even before this unusual expansion of the company's business, the advertising of a broad variety

of products naturally brought about many peculiar problems. It was not only necessary, for instance, to advertise to the home owner that he should use Sherwin-Williams paint on the outside of his bungalow, but it was necessary if he were a purchasing agent to advertise that he should purchase this brand of machine finishes or kitchen-cabinet enamels for the product that his factory was turning out. It was not only necessary to reach the general consuming public which was supplied through the company's agents, but also to reach certain specialized industries whose consumption of piano varnish or industrial enamels or railroad finishes ran into considerable volume.

#### WHY THE POLICY CHANGE CAME ABOUT

For the past ten years it has been the custom of the company in its national advertising to select a half dozen or a dozen of the more important products of its line and advertise them by groups, letting the products of lesser importance tag along and be advertised through their association with the name "Sherwin-Williams" and "Cover the Earth" trade-mark. But even then it was no easy matter to select from a list of more than 600 active lines of paints and varnishes those which seemed worthy of special emphasis. Moreover, other manufacturers specializing on individual products could afford to invest more for advertising than this company could for a like product which would be of lesser importance in relation to the entire line. It was necessary, therefore, in all the campaigns to supplement the advertising by the most aggressive sales effort in order to prevent the smaller manufacturer specializing on a single line from getting his merchandise on the shelves of Sherwin-Williams' exclusive agents.

Within the past year, as the line has gradually developed from paints and varnishes to a long list of miscellaneous products, it became manifestly impossible to

concentrate on any single article representative of a certain group. Specializing on Paris Green would not sell all the company's insecticides. Specializing on a certain orange dye for silk would not sell the entire line of dyestuffs and intermediates. Specializing on varnish for motor boats would not sell varnish for the inside of railroad coaches.

Because of these many complications, the plan was proposed to advertise Sherwin-Williams as an institution "selling" the name and the trade-mark, the idea being that no matter what product you needed in paints or varnishes or insecticides or disinfectants or sundry lines, as long as the package bore the name and trade-mark, it was the right kind of product to use. In this way individual products become incidental, but it is the belief of the executives of the company that if their story can be told in a sufficiently forceful manner, it will have the same effect of specialization on a multitude of lines.

The first advertisement of the new series, which appears in a national weekly of August 31, is entitled, "Expressing a Policy in Terms of Linseed Oil." It explains that one of the factors that has helped make the company a dominating industry in its field, is the fact that the firm does not depend upon outside forces for essential raw materials but controls its own sources of supply—an important one of which is naturally the manufacture of linseed oil. Following this comes an advertisement showing a bird's-eye view of all the company's factories from Sydney, Australia, to London, England. "The Bigger the Business the Greater the Service It Is Able to Render" is the message of this double spread, which will be in two colors, the second color being used only in the "Cover the Earth" trade-mark. The next advertisement shows the company's mines at Magdalena and the text tells how even the production of leaded zinc, which is a huge industry by itself, has been invaded by Sherwin-Williams merely to

obtain this single raw material for its use.

Later advertisements illustrate the immense dye factory of the company erected since the outbreak of the war, chemical laboratories, the inside of one of the paint factories, etc. From a discussion of the facilities of the company, commencing with raw materials, the reader is taken through the manufacture of the product to the actual selling and the organization of the company. One of the later advertisements, for instance, is entitled "Man Power" and will show a group of nearly 500 salesmen and managers assembled at convention.

These advertisements are all double spreads and will appear at regular intervals in several general magazines and a long list of farm papers. Copy in the left hand panel of each advertisement explains the significance of the "Cover the Earth" trade-mark and tells why customers should insist upon seeing this trade-mark on all their purchases of paints and varnishes and allied products that the company makes.

Here, for instance, is a sample of the copy on the left hand page of each advertisement, designed solely to create public confidence in the "Cover the Earth" trade-mark.

We put this trade-mark on everything we make. It is a mark of confidence—your confidence in us and in our products. It indicates many things and one of the things it means is this: In all the materials we use, as in all the methods we employ, no pains are spared in making the product you buy dependable.

We could not make a dependable product from materials of doubtful worth. That is why we go to the source and produce those materials upon which quality depends. This trade-mark, therefore, goes back beyond the product itself; it means that the essential materials from which it is made are also Sherwin-Williams Products.

Another interesting feature in connection with this new campaign is the fact that in the future all the company's labels will be standardized. The change will be made immediately and the first packages are now appearing with

the new design. As mentioned before, the Sherwin-Williams Company has been in business for over fifty years, and like many other institutions has long hesitated to change the package designs adopted at the time various products were originally marketed. It was found, however, that as new products were being constantly added, particularly during the past few years, there was a dangerous lack of uniformity among the labels which did not permit the package making any distinct impression upon the consumer.

#### NEW LABEL DESIGN IS ALL-INCLUSIVE

At the time of discarding the descriptive phrase "Sherwin-Williams Paints and Varnishes" in favor of "Sherwin-Williams Products" it was regarded a good opportunity to replace all the miscellaneous labels with one uniform design, striking in appearance and possessing sufficient flexibility so that no matter what new products were added in the future, they would immediately be associated with the company's name and the "Cover the Earth" trade-mark, and immediately secure the benefit of the new institutional advertising.

Many designs were submitted for this purpose, various combinations being worked out and actually printed so they could be placed on sections of shelving and tested in a practical way. The successful design is composed of a buff background with a blue band at the top and bottom and the "Cover the Earth" trade-mark in red.

This standard label not only has the advantage of simplifying tremendously the label problem of the company, but will make a mass impression on the shelves, possessing great advertising value. Moreover, when a dealer carries a stock of Sherwin-Williams' products, all in one standard design, he will not have the disposition so much to put in odd specialties of another manufacturer, because it will immediately destroy the appearance of his stock and minimize the advertis-

ing value of carrying a complete assortment of one brand.

While it is possible in this national campaign to advertise Sherwin-Williams as an institution and subordinate the individual product, this condition does not apply in the advertising conducted through the dealer's store. In other words, the consumer has to be sold on the merits of the product he wants to use, for while he is indirectly interested in the firm back of the goods, he cares more at the time of purchase to know exactly what those goods will accomplish.

The advertising of the retail agent, therefore, discusses the exact products he sells, but ties up effectively with the national campaign by the prominent use of the three-color label design, the phrase "Sherwin-Williams Products," and the conspicuous placing of the trade-mark.

In addition to the general institutional advertising campaign, a special campaign will be conducted among the readers of *The Ladies' Home Journal* by pages in four colors. Here the advertising appeal will be somewhat changed from the institutional style to a specific discussion of certain products used most by women and playing up the importance of the right use of color in the home.

This new advertising campaign is being carefully merchandised among present and prospective customers of the company by a series of folders containing the current advertisements and one jumbo folder showing an enlargement of the two-color double spread which appears in one of the general advertisements. The dealer will be urged to display these advertisements prominently in his window and tie up with the national campaign by increased sales activities. In order to show what advertising will appear in the next few months, each salesman is provided with a dummy copy of one of the popular weeklies with printed inserts of a half dozen of the advertisements which will appear in the next few

months. These advertisements are all tabbed, and in showing them to the trade it is thought that this method will make a much better impression than when single proofs are shown.

In the new advertising and selling campaign of the company, just announced, a conspicuous feature is the evolution and development of the style of publicity, almost forced, as it were, by the manufacturing departments of the business.

So great has been the growth and development of new lines of manufactured products that the old-style paint and varnish advertising no longer would comprehend the vast scope of the new manufacturing programme.

While the change to the institutional advertising appears somewhat sudden, a study of this company's national advertising since 1907 reveals the fact that the present change is an evolution rather than a revolution, and that the various steps have led up to the present campaign logically just as did the many steps in the manufacturing end of the business develop to the vast extent the past three years have witnessed. President Walter H. Cottingham, who has always been a great believer in advertising comments on the new campaign as follows:

"Our business has developed to such an extent that the new 'products plan' of advertising the Sherwin-Williams Co. as an institution seems to be the only way in which we can give to the public an adequate conception of our business. We believe that in the 'Cover the Earth' design we have a trade-mark of distinctive and recognized merit. In this new advertising we are going to take up separately the important phases of our business that are practically individual to ourselves and which, taken collectively, go to make up the institution as we know it."

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The *Christian Science Monitor*, Boston, which has been an evening newspaper since 1908, when it was established, has changed to the morning field.

# Where the World's Business Centers



The importance on the battle lines of the department of Intelligence and Information comes very near to being paramount.

But this war is not being fought on the battle lines alone.

It is being fought wherever ships are built or coal is mined, or steel is made, or power is generated, or machinery is designed and assembled, or chemicals are created.

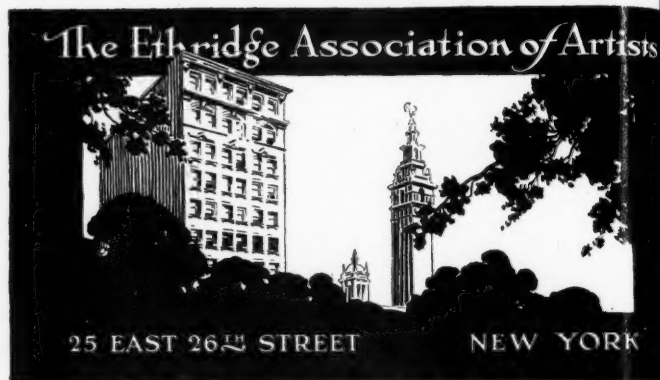
One of the first war moves of the McGraw-Hill Co., Inc., was the establishment of an office and permanent adequate organization at Washington to act as a clearing house of information, research, and assistance, for the production and engineering departments of the Government.

That office is at 1410 H Street N. W., and is rendering yeoman service between departments of the Government and between those departments and the production forces of the country

## McGraw-Hill Publications

Members of Audit Bureau of Circulations

Power	<b>Serve a Buying Power Aggregating</b>	
Coal Age	<b>Billions of Dollars</b>	Electrical World
American Machinist	<b>Annually</b>	Electrical Merchandising
Electric Railway Journal		Engineering News-Record
Engineering & Mining Journal		Chemical & Metallurgical Engineering



## An Art Anniversary

THIS month is the sixteenth anniversary of our business career. There is a widespread belief that the Art Ship is a difficult one to steer, for Advertising is still in its infancy and there are many uncharted reefs and shoals.

That this organization, under its present management, has made steady progress, since its inception, and has grown steadily larger in scope, personnel and prestige, is of course, a refutation of the belief that art and artists can have no stability.

We are frankly of the opinion that an Ideal, which had its birth in our small studios sixteen years ago, is re-

# THE ETHRIDGE

Consumers Building  
CHICAGO

25 East 26th Street  
NEW YORK

sponsible for the lasting quality of our success. One of the principles nailed to the masthead was "Art for Advertising's Sake"—not "Art for Art's Sake." We decided that we must be practical, we must analyze markets and people and that we must be **DEPENDABLE**.

The Ethridge Association is now located in quite the handsomest and most complete studios of its career and has the strongest force of practical talent in the country.

Our Service Flag yonder on the wall is dotted with stars, for we have contributed our share of men to the greatest of all causes. But as fast as an artist's blouse was laid aside for a uniform, new talent was developed to take its place. We have trained more men in the field of advertising art than any like institution. In fact, we are proud of the members of our force who have risen to executive positions elsewhere, or have gone into business for themselves.

Complete as our staff now is, room will always be found for additions, when they measure up to Ethridge Association standards.

**ASSOCIATION  
OF ARTISTS**

## The Children's Shoe Business in Country Districts is Well Worth Going After



A recent investigation in 10,000 farm homes shows that five manufacturers of children's shoes divide 33  $\frac{1}{3}$  per cent of the sales. The remaining 66  $\frac{2}{3}$  per cent of the business is shared by more than 700 different brands.

Our sturdy farm children must be, and usually are, well shod, and most of their mothers will tell you that farm children are hard on their shoes, which indicates a large family consumption.

As sixty per cent of the children's shoe business in the United States is in the stores where the trade of the farm woman predominates, the total volume of sales on farm children's shoes is enormous.

A copy of this investigation will be of interest to every manufacturer of children's shoes, and may be of service in determining how to secure a proper share of this ever increasing business.

## THE FARMER'S WIFE

*A Woman's Farm Journal*

WEBB PUBLISHING COMPANY, Publishers,  
ST. PAUL, MINN.

Eastern Representatives,  
WALLACE C. RICHARDSON, INC.,  
381 Fourth Avenue,  
New York City.



Western Representatives,  
STANDARD FARM PAPERS, INC.,  
1341 Conway Building,  
Chicago, Ill.

Member Audit Bureau of Circulations

## Two Big Campaigns Coming to Raise War Funds

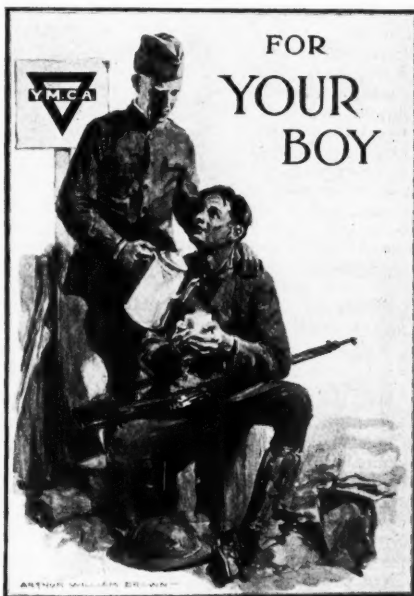
Four Organizations Combine for Appeal in November, Three in January  
—Heavy Advertising Drive Planned

**T**READING hard on the heels of the Fourth Liberty Loan will come two more big campaigns for funds, one in November and the other in January. These campaigns are to secure outright donations for war activities, and are to be put on in place of seven individual campaigns by the seven organizations which are most conspicuous in their war endeavors. That advertising will play a tremendous part in both campaigns, goes without saying.

It was the multiplicity of campaigns to raise war funds for the various organizations carrying on important work overseas that led the War Board to take measures to reduce the number. It had been found inadvisable to importune the public for contributions continually. People get tired of being solicited, no matter how worthy the cause. With several organizations to be provided with large amounts of money to keep up their hospital, charitable, or humanitarian service among the soldiers, both at home and abroad, each carrying on its own campaign for contributions, it was inevitable that some of these campaigns should overlap.

In order to afford the several associations equal opportunity, the War Board announces that excepting the Liberty Loan, there shall be but two campaigns representing seven organizations. The first of these consolidated or co-operative campaigns, which will

be launched in November, will be devoted to the raising of \$133,500,000, of which amount \$100,000,000 will be given to the Young Men's Christian Association, \$15,000,000 to the Young Women's Christian Association, \$15,000,000 to the War Camp Community Service, and \$3,500,000 to the American Library Association.



POSTER TO BE USED IN THE NOVEMBER CAMPAIGN

The November drive will be called the "United War Work Campaign." The publicity directors of the four co-operating organizations have already formed a joint publicity committee to unify the advertising of the campaign.

The second campaign, which will be carried on for the benefit of the Knights of Columbus, the

Jewish Welfare Board and the Salvation Army, will be started in January, 1919. The amount to be raised and its apportionment among the three organizations have not yet been determined.

Secretary Baker, commenting on the idea of co-operative campaigns said:

"The arrangement does not draw any religious lines, nor were religious distinctions thought of when the plan was framed. Some plan was absolutely necessary to prevent a series of independent drives on the part of the seven agencies recognized by the War Department. Combination drives of all seven were found impossible for this year. The Knights of Columbus and the Jewish Welfare Board were placed in January because at a meeting here in Washington they had expressed a desire to campaign in this particular month. These two drives, one in November and one in January, are really parts of the same campaign, and I am confident that both will receive the support of the American people without regard to creed. Personally, I hope that next year we shall be able to bring all the agencies together in a common drive for funds."

#### DIVISION OF ADVERTISING TO SUPER- VISE CAMPAIGN

The new arrangement has somewhat upset the plans the Y. M. C. A. had already made for its campaign, which was scheduled to begin in September, before Secretary McAdoo had fixed the date of the Fourth Liberty Loan drive. Some advertising copy has been prepared which will have to be discarded because it is designed to stimulate contributions to the war fund of that organization alone. The Division of Advertising of the Committee on Public Information, which will get up the magazine advertisements for the co-operative campaign, is now engaged in revising the copy already prepared and in originating new copy adapted to the situation.

The Y. M. C. A. had already organized a publicity department directed by Bruce Barton, chairman of the National War Work Coun-

cil. Associated with him are Kenneth Goode, of the International Magazine Company, and Alex. F. Osborn, of Buffalo, who as executive secretary is the point of contact between the national and local publicity organizations. The publicity department of the Y. M. C. A. is now at 52 Vanderbilt avenue. Charles T. Heaslip will be in charge of the newspaper division until September 15, after which he will be succeeded by J. R. Crowell. Mr. Heaslip plans to enter the Naval Aviation Corps.

The newspaper advertising to be used in the campaign is being prepared by Roy S. Durstine, who has just returned from a two months' trip to France, whither he went to secure material and get inspiration for building ads that will have the proper background and spirit.

An interesting phase of the work of the advertising department is the method employed for the distribution of advertisements and advertising matter. Each state has a Y. M. C. A. campaign committee which will have entire charge of the campaign in that state. Subsidiary to it are city and town committees. These will secure contributions of advertising space in the local newspapers from merchants, manufacturers and professional men. Advertisements to fill the space will be furnished from headquarters in New York through the several state committees. In some cases special copy will be prepared to meet local conditions. As in the Liberty Loan campaigns no money will be paid by the association for advertising, public spirited business men being relied upon to furnish the necessary funds. It is reported that a large amount of newspaper space has already been donated to the cause.

An interesting booklet prepared for the campaign by Bruce Barton, is entitled, "This is the Hut the 'Y' Built!" It presents a mass of interesting data concerning the work that is carried on in the 1,200 huts by the organization. He shows in just what way the service of the Y. M. C. A. contributes to the comfort, health and

morale of the men at the front.

Albert B. Elliott is director of the magazine department, and William A. Johnston, of the *Motion Picture News*, will have charge of the motion picture bureau. Motion pictures, by the way, are to be extensively employed in the campaign to show how the field and social work of the Y. M. C. A. is carried on.

The committee of magazine representatives, consisting of Mason Wadsworth, of *Metropolitan*; Victor Whitlock, of *Century*, and Charles C. Homman, of *Collier's*, has mailed a letter to national advertisers suggesting that they give their announcements in the November magazines a Y. M. C. A. flavor. The Columbia Graphophone Company has agreed to show one of its machines playing in a Y. M. C. A. hut. The Eastman Kodak copy will present a picture of a Y. M. C. A. group taken with a Kodak. It is hoped that other advertisers will be willing to give their copy a Y. M. C. A. twist during the period of the

campaign. To that end, the organization will gladly supply photographs of Y. M. C. A. huts to advertisers who may desire to use them and the individual photograph used by one advertiser will not be duplicated to others if he does not wish it. Photographs may be secured by applying to the publicity department at the national headquarters in New York.

The news department has a staff of expert writers engaged in collecting and preparing matter for publication in both newspapers and magazines. It also receives by cable and mail live news and special articles from the Y. M. C. A. Overseas Publicity Bureau, of which Clarence Budington Kelland is director. Associated with Mr. Kelland are Maximilian Foster, late of the *New York World*, and Walter K. Towers, of the *American Boy*, and other newspaper men. The staff will shortly be increased by the addition of William Marion Raus and Willard W. Williams, formerly city editor of the *New York Evening Mail*.

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# Campaign to Aid New Draft Registration Uses Striking Copy

Whole Country Will Be Covered With Advertising Telling All About Registration of Men 18 to 21, 31 to 45

THAT the advertising campaign of the Division of Advertising, Committee on Public Information, on behalf of the new military registration for the draft will be not only the briefest in point of time, but also the biggest yet sponsored by the Government, is becoming more apparent as the plans for it shape up. This campaign, described in *PRINTERS' INK* of August 22 (page 61), is designed to smooth away the difficulties encountered in last year's big registration of "draftees" by explaining to the whole nation just who must register, when, how and where, on the great day in September, when 13,000,000 men between the ages of eighteen and

twenty-one, thirty-one and forty-five will answer Uncle Sam's call.

The poster shown on this page is one of the "heavy guns" of the campaign. About 1,000,000 copies of it will be distributed throughout the United States and will be posted at local draft board headquarters, in postoffices, in railway stations and other public places. The poster as issued, will contain, following the word "September," the actual date, not yet specified when this article was written. The back of the poster consists of two pages of text matter, one of which explains with an elaborate set of replies, just how a man is to answer the questions on his registration card.

The other page is headed, in newspaper style, "The Selective Service Register." It contains messages specially prepared by President Wilson, Secretary Baker, Secretary Daniels, Peyton C. March, Chief of Staff, and E. H. Crowder, Provost Marshal General. In bold, clear type, are also given the essential facts regarding the registration.

"Patriots will register—others must!" is the slogan which is "played up" in the Advertising Bulletin published by the Newspaper Division of the American Association of Advertising Agents. One hundred thousand copies is the proposed printing order on this bulletin, which goes to all newspapers, department stores, etc. It contains model ads to be inserted in local newspapers in donated space, suggested editorial matter, and the like.

It is also planned to issue about 5,500,000 copies of a 4-inch by 7-inch poster for the 43,000 R. F. D. carriers of the country to distribute to heads of families among the 20,000,000 people they reach. This will virtually reproduce the essential facts on the larger poster



## Every Man!

Between the ages of 18 to 45 (both inclusive) except those previously registered.

## Must Register

FOR THE

### Selective Service Draft

### SEPTEMBER

→ **Penalty for Failure to Register** ←  
is one year imprisonment, and NO man can exonerate himself by the payment of a fine.

**Patriots Will Register—Others Must REGISTER PROMPTLY!**

THE POSTER AS PREPARED IN ADVANCE OF THE LAW'S PASSAGE



CHARLES  
HANSON  
TOWNE  
Managing  
Editor of  
McClure's

Photo by Arnold Genthe

## Guests of the British Government

At the suggestion of Mr. Balfour, the British Government has invited six magazine editors from the United States to come to England as its guests. Those in the party are:—

Edward Bok of *The Ladies' Home Journal*, from the women's field;

Mark Sullivan of *Collier's*, from the weeklies;

Dr. Albert Shaw of *The Review of Reviews* and

Dr. Edward J. Wheeler of *Current Opinion*, from the monthly reviews;

Ellery Sedgwick of *The Atlantic Monthly*, from the literary magazines, and

Charles Hanson Towne of *McClure's*, from the general magazines.

McClure's is proud of the honor paid to Mr. Towne and to the magazine.

McCLURE'S





# IDEAS

IT must never be forgotten that, in advertising, ideas are the big things.



It may be a manufacturing idea, a merchandising angle, a strategic arrangement of schedule, a basic copy theme, a pictorial and typographical plan. But at every step along the way the *idea* is the big thing.



Through the twenty-six years of our activity in the advertising and merchandising field, we have kept this doctrine dominant in the minds of our staff.



Doubtless on your desk at the present moment are problems which our ideas would help to solve.

# Critchfield & COMPANY

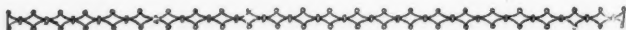
CHICAGO

NEW YORK

BOSTON

DETROIT

MINNEAPOLIS



# Advertises to Increase Wheat Crop in California

"More and Better Wheat" Is the Slogan of a Campaign Fostered by the Sperry Flour Company of San Francisco

ADVERTISING, which has responded to such varied demands for war service, is now helping to increase the acreage of California wheat.


The United States Government, through the Councils of Defense in each State, issued a call about a year ago for more and better wheat. To-day, under a national plan for a great liberty wheat harvest in 1919, American farmers are asked by the Department of Agriculture, to sow to winter wheat this fall not less than 45,000,000 acres, an increase of 7 per cent over last year's sowing. If conditions are especially favorable in all states, approximately 47,500,000 acres, an increase of more than 12 per cent over last year, can be sown to wheat. From the larger acreage, it is estimated that a harvest of 667,000,000 bushels, exclusive of the spring wheat yield may be expected. Winter wheat is a safer crop than spring wheat, so in states where a large increase of winter wheat acreage is suggested, it is planned to reduce correspondingly the spring wheat acreage. This big effort of the Government for an in-

creased wheat production is based on the one fact that our Allies, our warriors and ourselves need more wheat for proper sustenance.

As a direct contribution to this good cause, the Sperry Flour Co. has launched a campaign for more and better wheat in California. Business men, bankers, lawyers, real estate men and even some farmers believe that California is no longer a wheat raising state. They believe that the wheat land has played out and that it is unprofitable to attempt to raise wheat. This impression is

wrong, because the Sperry company, at its experimental farms near Farmington and Chico, Cal., has demonstrated the fact that wheat of good quality and excellent yield can be grown on California lands. Thousands of acres of California land are producing to-day just as much wheat as they did thirty-five years ago.

There are over 2,000,000 acres of pasture and other uncultivated land in California that with ordinary careful methods of farming could be made to produce at least 14,000,000 bushels of wheat each year which with the 7,000,000 bushels that are



## The Dawn of More and Better Wheat

**T**HE history of the world has been written around a loaf of bread.

How true this is: Wheat, flour, bread—the very fundamentals of life, and now of liberty.


The cry of the world today is wheat—more wheat. The hopes of civilization are buttressed on wheat production. What a crime it is, then, to let millions of arable acres lie idle, when they might readily give forth the sustenance that wins wars, that keeps nations strong and sane, that furnishes the nourishment and strength that life demands.

Here in the West, we are neglecting golden opportunities by not planting more of our cultivated and potentially fertile lands to wheat. Wheat is the salvation food, the product that all the world wants, and is willing to pay for in the degree of its intense wanting. The West can and must raise more wheat.

As a contribution to this good cause, the Sperry Flour Co. will devote all its energies during the next six months to a campaign to increase the yield and acreage of wheat. This campaign will be an educational one and the Sperry Flour Co. will benefit by the knowledge of the leading authorities on wheat raising in the West.

Watch this space each month and keep informed regarding the progress of this campaign. Any questions regarding wheat raising will be cheerfully and promptly answered.

**SPERRY FLOUR CO.**  
General Office:  
San Francisco



Right mail  
and prop-  
erly dis-  
tributing  
grain to  
the Pacific  
Coast.

MAGAZINE COPY INTRODUCING THE EDUCATIONAL SERIES

now produced would make 21,000,000 bushels of wheat in California. The banner year in the history of wheat raising in California was 1896, when 54,097,000 bushels of wheat were raised on 3,088,000 acres.

The first step in the Sperry campaign to increase wheat production was the formation of an agricultural department in the company. At the head of this department there is a man who has had many years of experience in successfully raising wheat on California lands. This man has had full charge of the Sperry experimental farms during the last few years, and by careful experimental work he has found which particular variety of wheat is best suited for California lands and climate. Therefore, he is able to give practical advice to all farmers interested in wheat raising. Men from the agricultural department will give lectures to business men and farmers in various localities in the state with the idea of getting them all interested in planting a better seed wheat.

In addition to the work of the agricultural department, the company has enlisted the aid of the University of California and through its farm advisors located in every county in the state, will preach the gospel of better wheat. The U. S. Food Administration for California has officially recognized the campaign and approved it in every particular. More and better wheat in California will mean more and better flour which the Food Administration will be able to ship to our Allies and our soldiers during the coming year.

As an aid to the agricultural department, the Sperry company has published several advertisements in Pacific Coast mediums regarding the campaign. A number of replies to these advertisements have been received. For instance, a farmer in Texas wrote advising that he had sold his farm and would like to locate in California providing that he could profitably raise wheat here. He was given the information he desired and is

on his way to California to purchase a ranch. A San Francisco business man recently purchased a 2,500-acre ranch in northern California. Seeing the advertisement, he asked advice regarding the proper wheat to plant. The advice was given and California wheat crops this year will be augmented by at least 2,000 more acres.

The only problem is to reach the people who own the lands and show them that there will be a good market and a good price for wheat, at least for the next three or four years. They then will gladly plant wheat on all or at least a part of their farms in preference to barley or any other grain.

Later on in the campaign space will be used in California farm journals to reach farmers, who now may be raising barley, oats, or some other grain, to interest them in wheat raising, as wheat is to-day the most profitable grain crop for any farmer in California.

"Several years ago," R. D. Brigham, advertising manager of the Sperry Flour Company, tells **PRINTERS' INK**, "we conducted a campaign to increase corn production in California. Previous to the campaign, it was necessary for us to bring in large shipments of corn from Iowa, but after the campaign was over and we secured the interest of Californians in corn raising we were able to buy enough corn at our door in Stockton to supply our mills and it was not necessary for us to bring in any more Iowa corn. We hope for the same satisfactory results after our campaign to increase wheat production. We believe that if the campaign is a complete success, it will not be necessary for us to ship in so much wheat from Kansas and the Northwest as formerly. In other words, we will be able to co-operate with the Government by conserving freight cars necessary to bring in the wheat and at the same time we will encourage a profitable industry in California. More and better wheat can be raised in California and it will be."

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# Prosperity in Philadelphia

## The Third Largest Market in the United States

Philadelphia, "the Workshop of the World", has increased its population by about four hundred thousand people in the past year.

Before the war its shipyards, locomotive works, weaving, knitting, spinning and general manufacturing activities gave steady employment to about 700,000 male and 350,000 female workers at good wages.

Since the war this vast hive of industrial activity has been kept busy making thousands of things needed by the American Expeditionary Force and the Navy.

On the banks of the Delaware river have arisen as if by magic the vast shipyards of the Emergency Fleet Corporation at Hog Island, Camden, Chester, Gloucester, Bristol, Cornwells, etc.

Big munition plants, making ammunition, rifles, ordnance, cannon and powder keep thousands employed at Eddystone, Essington, Wilmington, Pennsgrove and surrounding towns.

More than eight thousand manufacturing places are working at full capacity to supply the needs of the United States Government and its Allies.

Over three million people now live in the Philadelphia metropolitan district, and are domiciled in over four hundred thousand separate dwellings.

Nearly sixty-thousand business places of all kinds, wholesalers, jobbers, retailers, etc., are located in the Philadelphia field and offer tremendous distribution.

Now is the time for everyone to be alert, to forge ahead and build up permanent business by acquainting Philadelphians with their goods and commodities.

**Dominate Philadelphia, create maximum impression at one cost by concentrating in the newspaper "Nearly Everybody Reads"—**

## The Philadelphia Bulletin

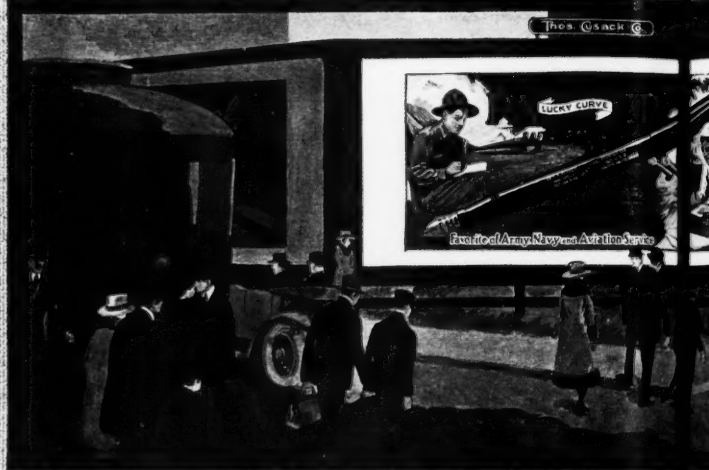
The net paid daily average circulation of "The Philadelphia Bulletin" for July was 434,668 copies. Third largest circulation in the United States.

"The Bulletin" is the only Philadelphia newspaper that prints its circulation figures regularly every day.

New York Office  
DAN A. CARROLL  
Tribune Building

Chicago Office  
J. E. VERREE  
Steger Building

Detroit Office  
C. L. WEAVER  
11 Lafayette Blvd.



## PARKER "LUCKY CURVE"

The Parker Pen Company, manufacturers of Parker pens, have entrusted the placing of their Poster Advertising.

They are doing so for the reason that they have an organization over a period of many years, and have built upon a solid foundation, the keystone of a new type of service to our clients.

We have the largest staff of recognized Poster Artists. This staff, backed by the facilities and equipment of the Parker Pen Company, enables us to place before the Advertiser the utmost efficiency and productiveness in the medium of Poster Advertising.

We invite consultation.

CHICAGO

Thos. C. Sack Co.

Largest Advertising Company



## Y CURVE" FOUNTAIN PENS

Manufacturers of Parker "Lucky Curve" Fountain Pens,  
Poster Advertising Campaign to us.

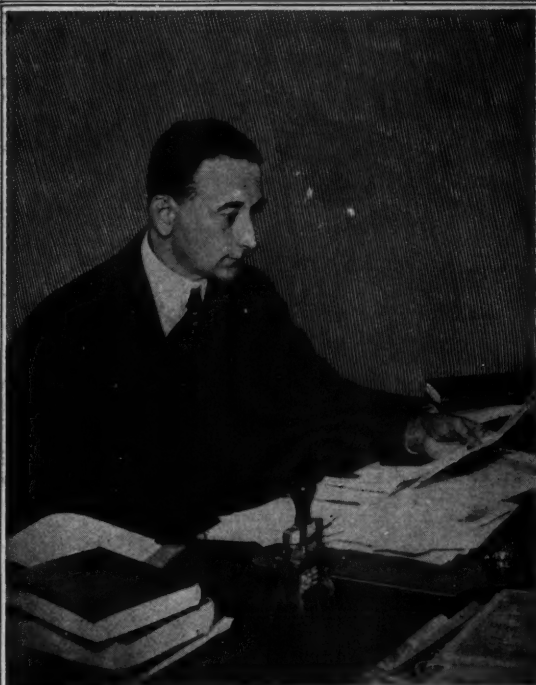
That they have been impressed with the growth of our  
years, and with the knowledge that this growth is  
keystone of which is our ideal of rendering the highest

Specialized Poster Advertising Specialists in the field today.  
Services and equipment of our organization, assures the  
and productiveness possible to secure through the

os. Black Co.

NEW YORK

Advertising Company in the World



## BUILDERS of AMERICAN BUSINESS

WINFIELD S. SMYTH, TREASURER OF  
D. C. HEATH & CO.

"For years I have read *SYSTEM* with interest and profit. It has suggested many helpful things that we have been able to make use of in our business."

*Winfield S. Smyth*

NUMBER CXLIII in the series of portraits of readers of *SYSTEM*

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# Advertises Now to Sell Houses After the War

Curtis Companies Carry on Strong Educational Campaign Among Potential Home-Makers—Helping to Make Lumber Dealers Better Merchants

THE manufacturer who thinks of stopping his advertising "until after the war" is often overlooking one very serious aspect of his sales problem:

*How long does it take to sell a prospect?*

In other words, how long after he starts advertising again will it be before that advertising results in sales of the desired volume? If the product be one in which a period of months or even years elapses, on the average, between the inquiry and the sale, he may find that even vigorous advertising started the day peace is declared will not result in quick enough action to prevent a period when there will be "nothing doing," with war orders cut off and peace orders not yet under way.

The Curtis Companies, affiliated manufacturers of lumber products, do not propose to be caught in any such back water. Though war-time conditions have forced the company's building industry down toward zero, the companies (of Clinton, Ia.; Sioux City, Oklahoma City, Minneapolis, Lincoln, Neb.; Wausau, Wis.; Detroit, Chicago, Pittsburgh and Washington) have increased, not decreased, their advertising efforts.

Right now they are spending more money on advertising than they ever did before the war. They know that a sale of lumber for home building is not accomplished in a hurry. They are planting seeds now which will result in sales after the war. At present their mills are kept operating at full pressure through Government and industrial housing requirements; but it is that after-war revival that interests them; and they are looking toward, and advertising for, their share of that business.

This future business impresses them as being of such potential greatness that they are going much farther than the conventional war-time advertising campaign designed to keep trade-marks alive and names before the public. They are proceeding on an elaborate scale to educate people in the home construction idea. They reason that the more they can induce people to think about building the more building there will be done when things get right once more.

## POLICY IS FORWARD LOOKING

"It might seem to some that the proper thing to do at this juncture would be to save a lot of money by cutting down the advertising and then keep ahead with the war-time business that came without advertising," explains H. H. Hobart, the advertising manager.

"But we have formed the habit of looking at things in a broad way. We are not doing business on a hand-to-mouth plan. We are even more interested in what our business is going to do one year from now, two years from now or five years from now than we are in what it is doing now. In our advertising our policy is to look and plan way ahead. If we were working to-day under normal conditions the advertising we do to-day would bring us business now. It would bring us more business to-morrow. The cumulative effect in advertising is what counts.

"Hence, we could not see anything else but a policy of keeping right on with advertising as persistently and liberally as ever. We changed the tone of our message somewhat so as to make it more in harmony with the existing situation. But the volume, if anything, was increased."

It was by no manner of means blind courage that persuaded the Curtis people to keep on with their advertising. It was a matter of good, hard-headed business sense. They simply thought their proposition through without taking anything for granted.

This is the way they sized things up:

The average man does not make up his mind in a hurry when it comes to making plans for a house. Even though he may be sold on the proposition of having a house, he takes a great deal of time in thinking the thing over and getting all the plans made to suit him.

#### IT TAKES TIME TO SELL A HOUSE

The building of a house is to the average man one of the big events of his lifetime—almost as big as getting married. In fact, it may be more carefully considered even than taking unto oneself a wife. Getting married is a matter that generally is decided by the heart. The building of a house is a thing for the head to decide. Marriage costs money, but it does not have to be financed before it is incurred. When you build a house, though, you have to know in advance how much it is going to cost and where you are going to get the money.

The Curtis Companies have learned in their experience of more than half a century that most people in moderate circumstances think the house building proposition over, all the way from one to three years, before definitely making up their minds. You can't get a woman to hurry when it comes to deciding upon plans for the house that is to be her home. She has few happier experiences in life than this planning, and she is sure to take time to consider it from all angles and to see that it is done well. The building of a house is something that calls for a study of every available plan, for family conferences and much careful thought and investigation.

This was the principle which led Curtis to advertise vigorously

now to prospective home builders even though it was just about 90 per cent sure that the business would not come until after the war. It is generally accepted that the coming of peace will bring unprecedented activity in building. Peace may come a year from now, two years from now or more. The Curtis plan is to make sure during this time that the people keep on thinking of building and to give them some definite concrete things to think about—with the object of getting an after-the-war business even bigger than might come under normal conditions.

People can buy the Curtis product only through the retail lumber dealer. Yet the greater part of the advertising right now is being directed to the consumer.

#### BOOKS OF PLANS ARE IMPORTANT

Through a series of page ads in leading farm papers and national magazines the Curtis Companies are offering people practical help in home building. Anybody interested is offered a free copy of a book called "Better Built Homes." One volume of this book deals with homes costing \$2,700 and under. Another volume treats homes costing up to \$12,000.

Full details relating to each home are given in the book. First there is a half-tone engraving showing the house as it would appear in finished form. Then a number of the rooms are illustrated as they would appear when completed. There also are finished plans for each house. These are drawn by the Curtis architects and buildings can be made from them as they appear in the book. There is no disposition to compete with the local architects in the matter of making these plans. People are encouraged to consult with the architects whenever possible. The ready-made plan service is more for the benefit of people on farms and for those in smaller towns where no architect is available. Another reason why the plans are printed is to give the people something

concrete upon which to base their study of the way their new home shall be arranged. A complete detailed description telling the whole story and naming what the house will cost is part of the general treatment.

For this book the people have to send to the home office. Each ad contains a coupon which makes sending for the book an easy matter.

The Curtis home book is authoritative and so interesting to the potential home builder that it probably will be carefully preserved. When the Companies send out one of the books they immediately notify the Curtis dealer in that town, giving the name and address of the inquirer. Thus a choice prospect for the retailer is created.

The plan works out also in inducing retail lumber dealers to handle the Curtis product. If several people in a town ask for the home book and there are no dealers in the community, the companies have a strong talking point in selling them on their product.

When the dealer is notified of the inquiry for the home book he is told the Companies will co-operate with him in every way to land the order. In case none of the many plans in the book suit the prospect exactly, the dealer is requested to get his ideas embodying any changes on the plans listed. If he will send in these data to the Curtis Companies the architects will make him special plans for the home and send him blue prints without charge. This gives the local dealer a strong talking point. During the weeks or months that will elapse before the customer makes up his mind the dealer, backed up by the service rendered by the Companies, can extend to him the most valuable assistance and practically nail down the order for future realization.

This advertising is intended primarily for getting the business that will come after the war. But it does not suggest delay, directly or indirectly. It merely outlines in brief the quality of the prod-

ucts and the offer to assist people in building—without referring at all to war-time conditions. Its tone would be exactly the same if things were normal. It brings in immediate business. There is bound to be some home building going on even though the country is at war. Homes will burn and some people would rather pay the price than undergo the delay.

#### NOT OVERLOOKING ALTERATION WORK

Then, too, there is much business to be had from alterations and improvements in houses. These, being smaller and less expensive operations, are not affected so much by war-time conditions. The advertising states that the Curtis home book is particularly useful for the person contemplating any such changes. The book contains illustrations of many built-in conveniences upon which the Companies specialize. The retail dealer gets much of this kind of business, for which this book is the indirect cause through suggesting changes that otherwise would not be made.

Another angle of the advertising is directed to the carpenter and contractor. His good will is recognized as a profitable thing for the manufacturer. He can have a great deal to do or all to do with where his customers buy their lumber and interior woodwork. If the carpenter is a man of any experience he has his favorite kind of woodwork. The impelling consideration is the matter of his own profit.

The contractor is told of the highly finished condition of the Companies' product. He is told if he uses a Curtis staircase he will find that staircase complete in every particular and ready to be put in at a minimum expenditure of work and time. In other words, if he will use the Companies' woodwork product he can complete his job in a first-class workmanlike manner and save considerably through the fact that many things he ordinarily would have to do himself are already done on these products. Thus

his time—and time is money—can be saved.

The contractor is told that the companies are always able to maintain Curtis standards, no matter how adverse conditions may be, and thus are in a position to protect the dealer and the man who makes houses.

A considerable part of the advertising to contractors is based on the industrial housing proposition. The dealer is told that Curtis standardization will help the contractor perform his share of industrial housing at a better profit to himself.

#### STANDARDIZATION WILL AID CONTRACTORS

In this matter of standardization of workmen's homes, by the way, there is a big idea that is going to make for quicker, more efficient and more economical solving of the problem of housing today's industrial armies. The problem is pre-eminently one of speed. Standardization speeded the building of the army cantonments. The same thing is working out in the matter of building workmen's houses to the extent that sunrise may greet an expanse of bare land near a great war industry and the same sun may set upon a new American city in the same spot.

Through the use of standardized parts the framework of a building has actually been set up in four minutes. Manifestly these modern miracles of building would be impossible were it not for the vast producing facilities that are behind them.

In the advertising to contractors the Companies make much of this point and of their ability to ship every twenty-four hours standardized doors and windows running up into the thousands and other home woodwork in corresponding numbers.

The advertising places at the disposal of architects the entire facilities of the service department in helping them to do their part in the nation's present wartime industrial building emergency.

The war has not yet succeeded in making the Curtis Companies let up on their advertising to dealers.

Much valuable indirect advertising is gained through sending to dealers the names of people inquiring for the home book. Through advertisements in the lumber papers the dealer is told of a co-operative plan under which the Companies work with him in selling the consumer. The work of the service bureau is regarded as so important from a business-getting standpoint that the advertising in the lumber papers lays great stress upon it as well as upon the quality of the product. Some of the recent lumber paper ads contain a list of the national and state farm papers in which the companies' woodwork is advertised. The standing of the service bureau in the Curtis scheme of doing things is shown by the fact that the signature to the lumber paper ads is the service bureau instead of the Companies, as might ordinarily be expected.

The dealer is given expert help also in his home paper advertising. Or perhaps it would be better to say first that the dealer is encouraged to advertise.

It is hard to find a class of retailers advertising so little as the lumbermen.

Usually there is only one lumber yard in the small or medium-sized town—two at the most. If the dealer thinks of advertising at all—which he generally does not—he is likely to conclude that anything he would say in an advertising way would be superfluous.

"The people around here know I sell lumber," he reasons. "They won't go to the hardware store or the drug store to buy lumber. Why, then, should I advertise?"

This position on the part of the dealer is correct, if he is satisfied with the regular business that comes in as a matter of course. But the Curtis people are teaching him that it is his province to go far beyond this limited scope. He is encouraged to try to create

(Continued on page 45)

PUBLIC LEDGER-PHILADELPHIA SATURDAY MORNING, APRIL 17, 1915

**In One Order  
Seven Carloads  
of  
Miss  
Princine  
Pure Phosphate Baking Powder**

Bought by  
**The Wholesale Grocers Sales Company  
for  
THE COMMUNITY STORES  
OF PHILADELPHIA**

This is the largest single order ever given for any baking powder in the world. Seven solid carloads—247,177 lbs. There is only one reason behind this order. Do you know what it is? It is simply this:

**Princine Is the Greatest  
Baking Discovery in 50 Years**

Unlike all fashioned baking powders, Princine requires *heat* as well as *moisture* to release its full leavening powers. Unlike all fast-acting baking powders, Princine *stays* in the cake instead of *escaping its strength* as the moment itself.

This means that Miss Princine Pure Phosphate Baking Powder produces a cake *lighter, sweeter, more expansive* than any other. It means that the dough is *thoroughly* baked, and evenly baked—because it *stays* in it longer and *bakes* as it *cooks*—and that is what you want for the new heavy war flours.



Every housewife who has the interest of her table at heart should discover **Miss Princine Pure Phosphate Baking Powder**. It is guaranteed to improve any baking recipe simply by its use. It is sold, together with the rest of the ingredients used.

**For best results with the heavy war flours you must have Princine**

Sold at  
**Community Stores**  
New Stores Everywhere

and Other Good Stores  
The 100, 50, 25, 10, 5, and 2 1/2 lb. tins are available everywhere.  
No. 2 (100 lb.) tin can supply household needs.

*Miss Princine*  
Richmond, Virginia

**“PURE!”** says A. W. McCann,  
The Great East Food Trader of the New York Times.

**“STAP!”** says Dr. Harvey W. Wiley,  
The famous Director of Food Researching, U. S. Food Bureau.

**“EXCELLENT!”** says Prof. Lewis B. Allen,  
U. S. War Food Administration, U. S. Food Bureau.

**“RIGHT!”** says one Foodmaster,  
The great magazine devoted to good food.

**“PRINCINE PURE BAKING POWDER”**  
The WHOLESALE GROCERS SALES CO. (247,177)

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**“PRINCINE PURE BAKING POWDER”**  
The WHOLESALE GROCERS SALES CO. (247,177)

Full Page Newspaper Advertisement in the PUBLIC LEDGER, morning and evening, in which Princine Baking Powder was introduced to the housewives of Philadelphia

## A First Order for Seven Carloads of Baking Powder

WHEN the Southern Manufacturing Company, of Richmond, decided to invade the Philadelphia territory, its president, Mr. E. C. Laird, came to the PUBLIC LEDGER for advice and co-operation in securing distribution for Princine. Shortly afterward, Mr. Laird shipped an initial order for 247,177 pounds—seven full carloads—of baking powder

to supply the first requirements of more than 1300 Philadelphia stores. This is said to have been the largest single order for baking powder ever placed.

That was in April. The Princine advertising has already moved this huge supply from stores to households, and another order, this time for eight carloads, is now being filled.

(Campaign described in the Retail Public Ledger advertisement)

# "art artists" and otherwise

Wanted: A word explaining  
the work of R. T. S.

R. T. S. originates a large part of the art ideas which later find expression in advertisements for the companies with whom we work.

The "flash of inspiration" is still regarded highly by some artists. R. T. S. gives us permission to state that he hasn't many such flashes.

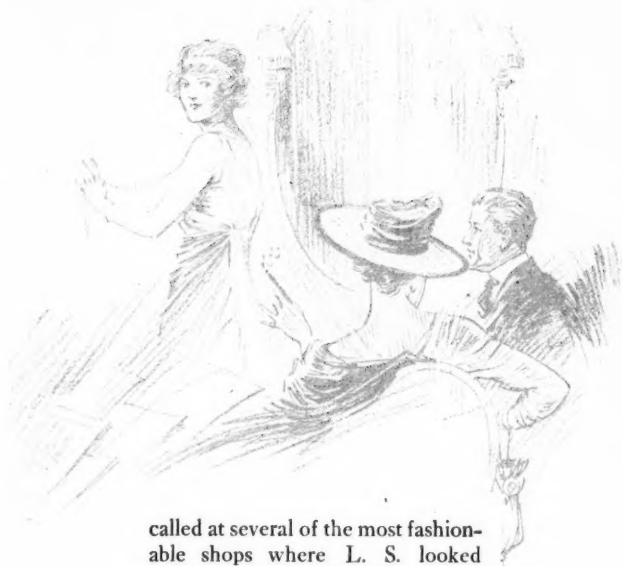
From watching R. T. S. we would feel safe in saying that his results come mainly from steady work and experiment and getting lost in the job at hand.

For instance: We asked him one day how he came to turn out a certain set of unusual rough sketches which lay on his desk. The product represented was a high-grade snap fastener.

R. T. S. replied, "We wanted to get reality and a fashionable atmosphere into the pictures and copy, so L. S. and I went up to Sherry's for lunch. After that we

# Blackman-Ross

ADVERTISING



called at several of the most fashionable shops where L. S. looked over gowns and lingerie for her 'younger sister' who was about to make a long trip.

"When we got through, these art ideas came almost without effort." This illustrates the way in which R. T. S. works best.

Sometimes the art problem is even more vital than that of copy. At such times it is a great comfort to be able to lean on a man like R. T. S.

ON SEPTEMBER 12th

*"My Miserable Year"*

SS  
SING

Company New York  
95 MADISON AVE.



# OKLAHOMA

## 35,000,000 Bushels

That's a conservative estimate of Oklahoma's wheat crop for 1918.

It means a cash income for Oklahoma farmers of more than \$70,000,000.

And Oklahoma farmers are converting their wheat into cash—NOW. Because of its high-grade qualities, Oklahoma wheat is in constant demand by the better mills.

## *The Oklahoma* FARMER-STOCKMAN

Reaches more than 140,000 progressive and prosperous farmers of the Southwest—over 100,000 of them in Oklahoma.

With the Nation's call for more wheat, Oklahoma farmers quickly responded, a large majority of them making wheat their principal crop.

They are now banking the tremendous returns.

There is one direct, sure road from you to them—

### **The Oklahoma Farmer-Stockman**

The rate per inch per thousand readers is very low. The market conditions never better.

**Rate 60c per line flat**

**Representatives—**

E. Katz Special Advertising Agency  
New York Chicago Kansas City  
San Francisco

# WHEAT

business—to educate the people into building new houses.

To give him practical aid in this respect the service bureau supplies him with electrotypes of attractive ads directed to the consumer. The ads invite the people to visit the lumber yard if they are planning a home and to study the elaborate collection of plans of homes and photographs of interiors that the dealer has available.

In a little monthly magazine called "Curtis Service," in which all the Companies' service ideas are knit together, an effort is made to bring the retail lumber dealer thoroughly up to date in a number of important particulars. The magazine presents thoroughly worked through selling plans, collection and accounting methods, proper physical arrangements of a lumber yard and many other things relating to profitable retail selling such as might be addressed to almost any dealer.

The retail lumber business is capable of great development. In this there are profitable possibilities for manufacturers entirely outside of the woodwork line.

The retail lumberman is branching out. As he rises to his opportunities he is becoming a dealer in building materials rather than in lumber and lumber products exclusively. In this he is only moving in accord with the spirit of the times and emulating the old-time one-line dealer in other branches of retailing.

The furniture man, for example, is finding out that when he sells a dining table he may as well offer the dishes to go on the table. He is discovering that if a woman buys a carpet or a rug from him it is easy to sell her a suction sweeper to keep it clean. If she buys a kitchen table she will buy the things to use on that table. The furniture dealer is becoming more a dealer in house furnishings. Similar examples in other lines could be mentioned.

In addition to lumber the progressive lumberman these days sells builders' hardware. He sells various roofing materials. He

sells paints and brushes, including the inexpensive little cans of household paint that the women have been in the habit of buying from the hardware store and variety store. He sells glass. He sells wallpaper.

Why shouldn't the lumberman sell absolutely everything that enters into the construction of a completed dwelling? An increasing number of dealers are finding no negative side to this question and are enlarging their sales and profits in proportion. And it is to be noted that as the Curtis Companies' service helps to develop the retail lumberman and causes him to be a better merchant, he shows a decided tendency to branch out and become a dealer in building materials rather than a mere lumberman.

### New Company Takes "Iowa Farmer"

The Farm Publishing Company has been incorporated with a capital stock of \$300,000 to take over the *Iowa Farmer*, published at Des Moines. The paper hereafter will be run on a co-operative plan. C. C. Nye is secretary of the company. Among the directors are: W. B. Barney, state food and dairy inspector; W. B. Rutledge, of Farmers Mutual Insurance Company, and Scott Bradford, banker. Col. G. W. French, president of the Greater Iowa Association, is among the stockholders.

### New Accounts of Brooke, Smith & French

The Fruehauf Trailer Company, Detroit, has placed Brooke, Smith & French, Detroit advertising agency, in charge of its advertising. This agency has just secured the accounts, also, of the Arco Company, Cleveland, and the Duplex Truck Company, Lansing, Mich.

C. S. McElwain has recently joined the Brooke, Smith & French organization. He was formerly manager of the Robert Smith Advertising Agency, Lansing, Mich.

### Fenn H. Hossick Back With Burroughs

Fenn H. Hossick has rejoined the advertising department of the Burroughs Adding Machine Company, Detroit, after a year's absence. Until July 1 he was assistant advertising manager of the Nash Motors Company, Kenosha, Wis., but left this position to engage in some special work for Motor, New York.

# War Industries Board's Attitude on Non-Essential Industry

Not Only Raw Materials, but Coal and Unskilled Labor Will Be Allocated First to Firms on New Preference List

**T**HE War Industries Board at Washington is getting ready through its Priorities Board and Priorities Committee to reclassify the "essential" or preferred industries that are slated for special consideration by reason of their service to the war needs of the nation.

Some time this week, probably, or at the latest within the next fortnight, it is planned to make public a new list of preferred classifications. At about the same time there will be issued (primarily for the guidance of fuel administrators throughout the country) a list of between 5,000 and 6,000 individual firms that have been granted preferences or priorities upon direct application.

This prospective reclassification is the justification, seemingly, for rumors that have been afloat for several weeks past in business circles. Officials of the War Industries Board will not admit, however, that the reclassification is in itself equivalent, as the reports would have it, to the application of more drastic curtailment of the less essential or so-called non-essential industries. Neither will they give verification to the interpretation of this new move as a means of compelling manufacturers of less essentials to standardize their products so that a given output will involve less expenditure of labor and materials.

It is conceded, however, that the enlargement of the Preference List of the War Industries Board may automatically increase the problems of the industries that do not gain place on this roster. Preference List No. 1, which was issued last April, contained about forty-four classes, of which, however, not more than thirty classes embraced articles of manufacture

used to any considerable extent by the civilian population. If the revised list adds, as is intimated, more than a score of new or additional classifications it is obvious that the broadened scope of the preferred industries will inevitably operate to leave available to the less essential enterprises shortened supplies of material, fuel, labor and capital as well as more restricted transportation facilities. In other words, whatever fresh restrictions may, by the circumstance of the issuance of this new list, be imposed upon the non-war industries will be indirect rather than direct. If the less essential industries feel any added pangs of hunger it will be because there is a larger family to be served first.

## RECOGNIZES COMMERCIAL NEEDS

For manufacturers there is an encouraging sign in the growing recognition by the Governmental agencies that civilian necessities must receive the most careful consideration even in the face of a tremendous expansion of war needs. A typical instance of this acknowledgment of the importance of civilian demand was afforded this month in the determination of the status of the motor truck industry. Judge Edwin B. Parker, Priorities Commissioner, in Circular No. 11, distributed to the trade, placed motor trucks required for essential uses in civilian industries virtually on a par with war orders. Furthermore one object of the revision at this time of the standing Preference List is to make place in that environment for industries that have been shown by recent surveys to be necessary "for the pressing demands of civilian origin."

The directory of thousands of

firms that have been granted preferences by specific application in each instance is being made for the guidance of State and county fuel administrators in apportioning coal "when the pinch comes next winter," as one official puts it. The listed firms will be rated, according to the imperativeness of their requirements, in four groups known respectively as Classes 1, 2, 3 and 4, and the idea is that a fuel arbiter consulting this list will be in a position to determine almost at a glance how he should parcel out a limited amount of coal.

#### FUEL NOT THE ONLY CONSIDERATION

It now develops, however, that this list of prepared firms is to take on a significance beyond that of a roster of eligibles for fuel supply, important as that may be. It will be consulted in connection with the labor recruiting campaigns of the U. S. Employment Service and, finally, is expected to figure conspicuously in the application by the Provost-Marshal General of any "work or fight" orders that the War Department may see fit to issue under the selective service regulations applicable to men of draft age. In any conscription of men for essential industrial operations the forthcoming list will serve as a basic indication of what constitutes "war work."

Not a few manufacturers will probably have occasion to regret that through their own neglect, they have not places on the original list but must wait for that distinction upon the issuance of the supplementary lists that it is expected will have to be put out at intervals. Unless a manufacturer can gain recognition as in the "war" class he cannot hope to get into this select company, no matter how energetic his efforts. Officials at the War Industries Board inform PRINTERS' INK that there are numerous producers who by reason of their line of manufacture are entitled to "preferences," whose names will nevertheless not appear on the initial list of firms simply because they have been content to rest on their

obvious right to preferred classification and have neglected to make priority application in regular form.

By business men in essential as well as less essential lines there will be keen interest in the influence that the War Industries Board's revised list of preferred industries will carry with the newly created U. S. Employment Service. This "annex" of the Department of Labor is inaugurating a program of labor recruiting for war work and shows a disposition at the outset to rate as "non-essential" or "non-war work" a number of activities which officials of the War Industries Board confide to PRINTERS' INK that they continue to regard as essentials.

It is the Department of Labor that the last week in August gave the mandate "Non-essential production must be curtailed wholesale. If we are to win the war quickly the production of luxuries and non-essentials in this country must come to an end." In that same statement the Labor Department intimated that classification of essentials is in the hands of the War Industries Board but a day or two later the Community Labor Board of the United States Employment Service at Washington in calling for the release of unskilled workers, designated as non-essential war work such industries as "candy manufacturers, cigars and tobacco, auto industry accessories, bowling alleys, billiard and pool rooms, bottlers, cleaners and dyers, mercantile stores, soft drink establishments and soda fountain supplies."

#### New Fasteners Will Be Advertised

The Federal Snap Fastener Corporation has just been organized in New York. It will put on the market three branded snap fasteners, to advertise which plans are now being formed. George Gallow is advertising manager of the company.

H. S. Butler has joined the staff of the Arthur M. Crumrine Company, advertising agency of Columbus, O. For four years he was vice-president of the Mumm-Romer Company, also of Columbus.

# Rationing Product to Salesmen, Not Dealers

This, Coupled with Educational Campaign, Is Notaseme's Strategy in  
Seizing the Present to Build Good Will for After-War Period

By Philip Francis Nowlan

**W**HEN the Notaseme Hosiery Company, of Philadelphia, found itself in the position where (in spite of a factory four times the size of its pre-war equipment) it had to put its customers, the retail merchants, on rations, it did not hesitate for one pace in its advertising stride, but rather intensified its cultivation of good will.

According to Lester Wolf, the sales and advertising manager, the company has seen in the war the "best opportunity in years to drive home in the public consciousness an appreciation of where trade-marked and nationally advertised seamless hosiery stands in quality and dependability. This brings us to a comparison with pre-war conditions.

Full-fashioned hosiery, imported from Germany, and sold unadvertised, unbranded, or under various jobbers' names, with changes from year to year, used to play a large and important part in the American hosiery market, while American manufacturers of seamless hosiery were struggling to drive home to the public their products' inherent advantages, and a realization that well-made seamless hosiery need lack nothing in fit when compared with the full-fashioned type.

Owing to the vast amount of nameless and imported goods on the market, the trade-marked and nationally advertised brands had not obtained their "place in the sun" of public appreciation that the manufacturers would have liked. They were gaining ground, of course, and were well established, but were not finding the going very easy in the face of the sheer weight and volume of the "nameless" trade.

Now, with these imports blocked off, the American consumer can

get nothing but American-made goods, and a greater proportion of the available supply is trade-marked, backed up by the local store because in the last analysis it is backed up by the manufacturer. As never before the consumer is going to learn by actual experience the value of that hosiery.

But the attitude of the Notaseme company is not that of being content with a situation which would enable it to sell more without advertising than it can manufacture, and allow the consumer to form his own conclusions on his own initiative.

## ADVERTISE WHILE GOODS ARE BEING TESTED

The company says, in effect: "Now is the time when our output constitutes a larger proportion of the available supply in the American market than it has ever done before. Now is the time when the consumer is having a greater proportion of experience with our hosiery than ever before. It follows that now, of all times, is the time to call his (or her) attention to its various advantages—right now, while he can check our statements by the very socks on his feet. Let other manufacturers take advantage of the hungry market to throw in nameless goods if they will; but we will maintain the standards of our goods with our advertising guarantee, and seize this opportunity in times of upset ratios between prices and qualities and resultant doubt and attention of the public on the score of qualities, to drive home our story that on account of the cheaper process of manufacture, seamless hosiery may contain better material values at the same price than full-fashioned."



## of Cleveland

Only one morning daily newspaper goes into English-speaking homes in Cleveland and vicinity—the PLAIN DEALER. The 185,000 families who read the PLAIN DEALER every day (200,000 on Sundays) comprise fully  $\frac{2}{3}$  of the city's entire population and include its most liberal buyers.

## The Plain Dealer

First Newspaper of Cleveland. Sixth City

*Eastern Representative*  
JOHN B. WOODWARD  
Times Building, NEW YORK

*Western Representative*  
JOHN GLASS  
CHICAGO, Peoples Gas Building

# CONSERVATION OF PAPER

*For the People  
By the Government*

The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated papers.

This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

The Seaman Paper Company, through its entire national organization, has carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

## SEAMAN PAPER COMPANY

Chicago  
St. Louis  
Cincinnati

Milwaukee  
Minneapolis  
St. Paul

New York  
Buffalo  
Philadelphia

Western Agents: GENERAL PAPER COMPANY

Seattle      Portland      San Francisco      Los Angeles

Builders and distributors of paper for every known use

In brief, this is the general advertising attitude of the company under war-time conditions. More specifically, however, particular attention is being given to driving this lesson home in connection with women's hose, for it would appear that the influence of the imported full-fashioned goods has been greater in women's than in men's wear. It has been estimated by manufacturers that approximately 95 per cent of the men's

pany is stimulating public appreciation of its product. Here is one of the messages, in part:

"\* \* \* and when the war ends—with America victorious—German trade frightfulness, whether permitted by a questionable tariff policy or not, will find Notaseme hosiery business protected against trade-submarining.

\* \* \* A very small profit plus a very big idea—to make hosiery without its weakest part, the

seam—has led to a splendid sale of Notaseme. In fact, a factory four times its size prior to the war is barely large enough to meet demands. One of our hardest tasks is to meet the requirements of our trade. We are doing our best, and will continue to exert every effort to fill orders promptly, but never at a sacrifice of quality \* \* \* so after the war competition, from either at home or abroad, will not shake the belief of the American public in the supreme value of Notaseme."

In making its allotments of limited supply to demand, the company has pursued a policy which, as it has worked out, has eliminated much lost motion and confusion.

While this policy is intended to insure the equitable distribution of goods among Notaseme dealers on the basis of their former business, the disposition of such matters is left entirely in the hands of the salesmen, of whom there are in all some half a hundred. In other words, allotments of each number are made to the salesmen according to their territories and past business. Each man when he goes out, therefore, knows he has just so much output to sell, and no more, and that it is up to him so to ration them



## AMERICAN WAYS ARE BEST

Notaseme Hosiery is helping to prove that American ways are best, and that the Notaseme

method of manufacture is the best American way. Happy, healthy work-people produce better merchandise.

In making hosiery we subtract the seam, but we add quality. The saving in manufacture permits finer quality materials at the price.

## NOTASEME HOSIERY

Lisle, Mercerized, Silk  
For Men, Women and Children  
30c to \$1.50

*All Notaseme  
is seamless,  
but not all  
seamless is  
Notaseme*

is knitted to exact size and shape; it clings perfectly to the foot and leg. There are no seams to rip or cause discomfort. And the unusual durability of the 4-ply heels and toes makes Notaseme economical to wear every day.

NOTASEME HOSIERY CO., PHILADELPHIA  
New York Cleveland Chicago San Francisco

"MADE IN AMERICA" AND "SEAMLESS"—TWO TALKING POINTS

half-hose being sold in this country to-day is seamless.

The company is conducting very strong campaigns, in both the general and business publications, and there is a marked difference in the appeal of the two kinds of copy, though with a decided similarity of illustration. The copy which goes to the trade concentrates rather heavily on the policy of the company and conditions of the industry as affecting, or not affecting, that policy. It also concentrates on the general publicity campaign through which the com-

out as to serve the best interests of the company, which means his own best interests.

The salesman may use his judgment as to what quantity he shall sell to this, that or the other dealer. He is the "boss" of his own territory, for the company assumes that he knows his individual customers best. And to aid him in "managing" his territory the company asks him to become as nearly as possible a merchandise man for his customers. In other words, he carries with him a stock book, in which he keeps an accurate record of each merchant's orders and shipments, with last year's figures for comparison. As quickly as an order is shipped from the factory the salesman is notified of the details and makes his entries accordingly, so that as he gets around to the individual merchant he knows just how much stock that merchant ought to have on hand. He knows how much stock his other customers have on hand. He knows how much he has in the aggregate to sell. In short, he knows pretty well "where he is at."

This system avoids the confusion and embarrassment of overselling on the part of the salesman. It prevents one salesman's getting "left," and his territory as well, because the buying took place a few weeks earlier in some other sections and so used up the available supply.

Finally, he has a free hand to work his trade to the best advantage. There is no one in better position than he to find out if John Jones, whom he knows, has been overbuying his needs on the basis of speculation, and if he catches John Jones in this little trick he may find it good policy not to let him have an order based on the over-buying rather than legitimate buying of last season. On the other hand, there may be prospects in his territory who have never dealt with the Notaseme company, but who can be made into good customers under the present abnormal conditions, the kind of customers who will stick. Again there may be accounts which have been on the books for years,

which nevertheless are not the kind which are likely to grow, or for other reasons ever develop into a clientele of the first desirability. He has the privilege of using his judgment.

The safety check for both the merchant and the company is always the fact that the salesman's interest are of necessity those of the company, and the company's those of the merchants. The salesman knows he must play fair with his trade, as it has played with him.

His position as the real manager of distribution in his own territory is a very good thing for his own self-respect. It is a good stimulant of the respect of the merchant for him. Finally it keeps him in the real salesmanship frame of mind under conditions in which he might have the tendency to let himself degenerate into a mere order taker. He still has with him the problem of nursing and developing his own trade for the future, and the responsibility keeps him just as busy at that as he was on more immediate sales under more competitive conditions.

The Notaseme company's experience is that this policy is working out very nicely with a corps of men making on the average in the neighborhood of \$2,500 or \$3,000 a year. Some, of course are making a good bit more than this, and some are making somewhat less. It feels that with the stimulus of feeling they are really partners in the conduct of the business, their judgment may be trusted in developing their own trade according to their own judgment on the ground.

Needless to say, if the company were not trade-marking its product and advertising nationally, this policy would not be nearly so safe. In that case the salesman would only be making a friend for himself out of his treatment of the merchant. As it stands, however, no matter how solid he makes himself with the merchant, he cannot help making his company solid in the process. If he and the company decide to part later, neither loses anything of the good will he has developed.



Out of 308 letters which we found the other morning on our Editor's desk, 187 of them, by actual count, were on the subject of FOOD.

Perusal of these letters would show any food advertiser the desirability of keeping his product continuously before the readers of THE PEOPLE'S HOME JOURNAL in these times when food programs and preferences are constantly being disturbed and substitutes accepted as a matter of course.

## The People's Home Journal

Established 1885

NEW YORK

*The Magazine for Every Member of the Family*

September First Nineteen

# SOUTHERN

—ADVERTISING RATE

*\$1.50 PER AGATE LINE FIT*

*This rate will be based on a net  
paid high class circulation of*

**300,000**

*COPIES EACH ISSUE*



**CHICAGO OFFICE**

J. C. Billingslea, Advertising Bldg.

**NEW YORK OFFICE**

A. H. Billingslea, No. 1 Madison Ave.

**ST. LOUIS OFFICE**

A. D. McKinney, Post Dispatch Bldg.

This Announcement of  
protecting our adver clients  
adjustment even tho im

In Printer's Ink of 27th  
under no circumstances allow  
by increasing the rising  
expenses. We stated the

Many letters came from  
in a few cases this concern  
advance our advertisement o

We now go on rec guar  
increase for one year Septe  
notice that under new sta  
ules beyond our issue Aug.

**SOUTHE**

BERS

*One hundred thousand more high class circula*

eter Hundred and Nineteen

# RURALIST

RAT WILL ADVANCE TO \_\_\_\_\_

E FIT—PLUS WAR TAX IF ANY

ncement one year in advance is in keeping with our policy of  
ur adver clients during this period of War and Industrial re-  
even tho impose an actual financial hardship on us.

Ink of 27th we announced that the Southern Ruralist would  
cumstan follow the lead of other Farm Papers and "Pass the Buck"  
g the Rising rate in order to meet the Zone Postage Rate  
We stated there would be no change in our rate during 1918.

s came from prominent space buyers endorsing our action but  
ses this ncrement was misinterpreted to mean that we would  
advertise on January 1, 1919.

o on rec guaranteeing the Advertising Fraternity against any rate  
one year September 1st, 1918—September 1st, 1919, and serve  
under no mstances will contracts be accepted which carry sched-  
our iss Aug. 15th, 1919, at the present rate of 1.25 per line.

## SOUTHERN RURALIST

MEMBERS OF AND AUDITED BY THE A. B. C.

ATLANTA

*s circun than next largest Farm Paper in the South*

## Periodicals Must Cut Paper Tonnage

War Industries Board Issues Rules That Will Affect All Publications Except Newspapers and Farm Papers, Which Are Subject to Other Regulations—New Book Titles Restricted

PERIODICALS that are entered at the Post Office as second-class matter must reduce the amount of paper consumed 10 per cent, according to an order of the War Industries Board, made August 23. The regulation was issued through the Pulp and Paper Section of the Board and applies to all periodicals mailing under the second-class postage rate with the exception of newspapers and agricultural publications, which are made the subject of special regulations.

These regulations, which cover magazines generally, are made effective for weekly periodicals September 15 and for bi-monthlies and quarterlies which are put on sale subsequent to October 2. Inability to comply with the regulations because of mechanical reasons by the dates proposed must be set forth in letters to be filed with Thomas E. Donnelley, Chief of the Pulp and Paper Section.

The regulations fix the weights of paper that may be used by periodicals, while allowing the consumption of stocks of heavier paper on hand; suggest specific methods for curtailment in tonnage from that used last year and add an arbitrary reduction of 10 per cent on average tonnage, with no guarantee of adequate supply under the reduced tonnage; suggest discontinuance of many alleged wasteful practices and also the selling of advertising with a guarantee of circulation, requiring a rebate if the circulation falls below the guaranteed amount.

Publishers of certain kinds of books have been asked to make a big reduction in new titles of books to be manufactured in this country after October 1.

The publications affected are

trade books, copyright reprints, toy books, juvenile and noncopyright books. The regulations direct that, beginning with October 1, there shall be a reduction in new titles of books manufactured in this country in these classifications of 25 per cent of the average of the three years from July 1, 1915, to June 30 last. Publishers who have not been in business for five years will have their reduced tonnage based on their tonnage used in the year which ended June 30 last.

The regulations make an exception in favor of books of research, published under subsidy, and war service books published for the United States or allied Governments under subsidy.

## Made 700,000 Fords Last Year

During the fiscal year ending July 31, according to *Automotive Industries*, the production of the Ford Motor Co. totaled approximately 700,000 cars, as compared with a total of 785,000 during last year. It is understood that on June 10 there were unfilled orders for 110,607 cars on the books.

The assembly of cars at the company's branches at Washington, Denver, Houston, Los Angeles, Buffalo and Oklahoma City has been discontinued, and the Government has taken over the assembling plants in Philadelphia; Cambridge, Mass.; St. Louis; Pittsburgh; Seattle; Portland, Me.; Indianapolis; Louisville; Cincinnati and Milwaukee for either storage purposes or other war work. The men formerly employed at these plants are working on war production business.

## More Papers Up in Price

Beginning September 1, the *Journal* and the *Georgian*, afternoon papers of Atlanta, will increase their street-sale price from three to five cents. The *Constitution*, a morning paper, will remain at five cents. All three of these papers will increase their Sunday sales price from five to seven cents. Yearly subscription rates will also be advanced.

The three evening papers of Baltimore—the *News*, *Evening Sun* and *Star*—have announced an increase in price from one to two cents.

## Emlen S. Hare Promoted With Packard

Emlen S. Hare has been elected to a vice-presidency of the Packard Motor Car Company, Detroit. He will retain his position as president of the Packard branch in New York but will have his headquarters in Detroit.

# Why Is a "Kick Bureau"?

If the Customer Is Nourishing a Grievance, by All Means Let Him Get It Off His Chest

By Harry Varley

WHEN somebody registers a kick there are several things you can do. Seize the oncoming foot as a Jap jiu-jitsu wrestler would, give it a certain twist—a neat, deft turn—and land the would-be kicker flat on his back. The more forcibly a kick is aimed at you the harder will the kicker fall if handled in this way—and incidentally and most importantly—the more sore he will be.

Another system is to receive the kick in some well-covered portion of the anatomy where it will meet with least resistance and cause least pain. Ignore the blow entirely, or, if this be not feasible, extend your mouth in a grin to hide the grimace of pain. This method doesn't hurt the kicker, but it gives him little satisfaction. He feels like a man hitting a pillow with a sledge hammer—using lots of strength but making little impression.

Another way is to catch the rising foot, exclaim with great solicitude, "Why, your shoestring is untied! Allow me!" and proceed to fasten it (after having pulled it loose for the purpose). The very act of your stooping to perform this trifling service is interpreted in such a way that the kicker has nothing left but to thank you more or less profusely.

The ability to determine which of these three, if any, is the correct method qualifies a man for the head of a Kick Bureau.

In addition to this quality he must be as wise as Solomon; as gentle as a dove; as cunning as a serpent; as pleasant and affable as a friend who wants to borrow money—in fact, he must possess all the virtues of mankind, refined and concentrated to a very quintessence of perfection—and even then he is likely to find his pathway very narrow and filled with tin-tacks and broken bottles rather than strewn with roses.

But with all its difficulties a Kick Bureau rightly handled is one of the best advertising departments a manufacturer or a merchant possesses. It is a safety valve—the weak place where the fuse blows out occasionally and prevents the destruction of the overloaded or crossed line.

Specific cases illustrate best the importance and effectiveness of this department, which, under the guise of a necessary evil, is often only a much misunderstood source of great good.

## POLICY BROUGHT EVER WIDENING CIRCLE OF GOOD WILL

A certain manufacturer of men's plated-gold jewelry placed an absolute guarantee upon his products. If any article should prove unsatisfactory at any time from any cause any of his dealers or he would replace the article without charge. This seemed like an open invitation to kickers of all kinds to register their complaints and take advantage of the lowly bent body of the manufacturer—which they proceeded to do with much gusto.

Years passed. Every kick received was answered in the same way—no question, no quibble, no equivocation—a new article and a pleasant, good-humored reply went to the person by return mail. Some people took advantage of it. Goods wilfully damaged were sent in for replacement.

Then the effect of this policy began to be felt. Every person who kicked (and found that the guarantee was made good) formed the centre of a circle of good feeling toward the firm and its products. These circles, scattered throughout the country, eventually assumed a definite form of general good will which could scarcely have been purchased by many thousand dollars' worth of space in the national weeklies. Of

course the manufacturer advertised nationally and helped considerably to mold this favorable public opinion and to hold it with a constant reiteration of the absolute guarantee.

"But," you say, "that was a low-priced article and replacements could be made without much expense. Handling kicks of this kind in this way is a simple matter. What about automobile tires, for instance?"

We must digress for a moment. If a man bought a suit of clothes and sat down on a newly painted park bench from which protruded a nail, and if the nail tore a hole in his trousers and the paint made an impressionistic landscape on his garments, would he take the suit back to the tailor and demand another in exchange? He would not.

But if that man had a new tire on his car and to avoid a collision he should jam on the brakes, lock the wheels and slide the tires for ten or fifteen feet, creating terrific heat and such a strain that no tire on earth could survive it, an impartial judge surely would say the tire had given service, even though the tread were loosened and the inner fabric layers broken down beyond repair. Yet that man would take the tire back to the Kick Bureau (adjusting department), demand his three to five thousand guaranteed mileage—and then the real genius of the adjuster would be tested. In nine cases out of ten there would be an argument in which the customer would be highly incensed and it would probably end by some sort of adjustment leaving the customer more or less angry and the adjuster righteously indignant.

Tire companies spend hundreds of thousands of dollars training men and maintaining adjusting departments. Yet in most cases their half-and-half, milk-and-water policy of justice-according-to-the-evidence does more harm than good. The margin of loss between the customer-is-always-right attitude and we-are-seldom-wrong standpoint is not so large that it

would make an appreciable amount compared, for example, with the firm's advertising appropriation. That difference is the difference between what the customer feels he should have and what the Kick Bureau feels they should give him, and between these two good, substantial stools, many an adjuster has fallen. What shall it profit him if he save three whole dollars for the firm and lose one good customer?

There is not much latitude at present for the judicious handling of a Kick Bureau in the tire field. The employees are tied down by factory-made restrictions which are based on the tire, not the buyer—on the physical appearance of the article, not the psychological aspect of the customer as the adjuster sees him. This is the weakness, the deplorable futility of many of the tire Kick Bureaus. For this condition the tire manufacturers are chiefly to blame. Tires should no more be sold on a definite guaranteed mileage basis than a suit of clothes should be sold on a guarantee of so many days' wear in it. The injustice comes in the fact that honest, careful tire users must pay a higher price for tires to pay for the replacements and adjustments on tires wilfully abused or damaged by accident. Where a tire is actually defective in workmanship or materials there is no question as to how the kick should be received.

A footwear manufacturer has played almost every string on the harp of handling kicks and has arrived at a happy solution.

A new superintendent of the manufacturing department issued orders that every pair of shoes returned for credit must be examined by a competent inspector; adjustments should be based entirely on the evidence presented in the goods, and a rigid rule of justice (from the factory's standpoint) must be enforced.

It took about three weeks to stir up a veritable hornets' nest. The sales manager dashed into the superintendent's office with a number of letters in his hand and

grave concern in his eyes. He showed they were on the road to irretrievable ruin, backing up his arguments by the letters, of which one alone meant the loss of a five-thousand-dollar-a-year customer on account of two pairs of shoes worth perhaps five dollars.

"What do you advise?" asked the superintendent.

"We will have to be more lenient. That's all there is to it. We've just got to stand for so much of this imposition."

So they did, and but a little time elapsed when the superintendent invited the sales manager into the receiving department, and with a most studied air of nonchalance, waved to a pile of packages that represented one day's returns. A cursory examination showed that most of the goods were worn out or badly abused.

"Well! What now?" They both asked the question. The sales manager answered by inspiration.

"I have it. We can never do this thing right because we are both prejudiced. You are always looking to cut factory costs, I am eternally trying to increase sales, and between two good stepping-stones we drop into a puddle. Let's put it up to our customers to make their own adjustments. Put them on their honor!"

It was not without serious misgiving that the plan was approved by the superintendent, but when the replies began to come in they possessed a new, different tone. Phrases were scattered through them that took out the force and the pain of the kicks.

"I charged the customer two dollars for the wear he got out of them. Credit my account accordingly."

"I am sending them in at the request of my customer. I told him I could give him nothing, as the shoes were abused. A letter from you to this effect will make everything O. K."

"They have given fair service. I suggest a new pair at half price."

Strangely enough, the quantity of returned goods began to dwindle. The daily torrent dropped to dribblets of fifteen or twenty

pairs; of these many were actually factory defective. Naturally, some few dealers took advantage of this situation, but it was only a question of time and the regular offenders were spotted, and if their business was not particularly big (and some way with that kind it seldom was) they were deliberately eliminated as customers.

This happened several years ago, yet the Kick Bureau of that firm is still handled by the kickers themselves to everybody's satisfaction.

The manager of a big department store happened to be near the complaint desk when a clerk was adjusting some matter for a customer. The clerk's whole demeanor and conversation, polite as it was, gave this impression (though he didn't use the words): "My dear Mrs. Jones, what you say is perfectly correct. You have a most justifiable complaint, and, of course, I shall give you a new, clean article for the soiled one you purchased—but why worry over such a trifle? It is a hot day and you bore me and overheat yourself."

When Mrs. Jones had gone the manager asked the clerk why he didn't appear to have much interest in Mrs. Jones' troubles.

"Oh, it was a trifling matter—the first time I ever had such a complaint. It wasn't a chronic condition that might cause serious trouble."

"But," persisted the manager, "suppose ten Mrs. Jones had come to your desk with the same kind of complaint, wouldn't you have treated them a little differently?"

"Certainly sir, I—"

"Then listen! I believe that for every person who complains there are from five to ten who have as much cause and don't. It takes will and energy to overcome inertia and kick even if it is justified. Therefore, I want you to treat every individual complaint as if it were ten. Talk to Mrs. Jones and the nine Mrs. Jones' who aren't there, and give her so much satisfaction that she'll spread it wherever she goes, and

possibly give some of it to the Joneses who don't kick."

It's a mighty interesting subject, this Kick Bureau. There's a raincoat manufacturer who insists on answering every kick that comes into the office, so important does he consider it. A tobacco manufacturer-merchant who, when he gets a kick on cigarettes, sends the kicker a generous sample of smoking tobacco in addition to replacing the faulty cigarettes. The manager of a famous candy factory personally sees returned goods and complaining letters, and by the information he gets is able to eradicate many of the faults of manufacture and packing.

Even public utility corporations—yes, wonder of wonders—gas companies are evolving a person previously unknown in such organizations—a pleasant, good-natured, obliging individual whose supreme pleasure in life seems to be to receive as many kicks and kickers as he can and send the latter on their way rejoicing.

### Germans Lose Out in Another Field

A VAST business which Germany has lost as a result of the war, says the "United Shield," and which it will never get back, consists of cigar box labels, bands and trimmings in which for half a century or more the German lithographers have specialized. Cigar manufacturers in this country have bought millions of dollars' worth of this material. Its production has been something like a German monopoly chiefly because the price was made attractive.

Only within a few years prior to the war did the American lithographers make an inroad on this business, but the order of things was beginning to change. American manufacturers were inclining to buy their labels, bands and trimmings from American lithographers.

Since the war, of course, Germany has lost out entirely, even where contracts for continued supplies were in force. At a tre-

mendous sacrifice of money, too, cigar manufacturers have been discarding labels "Made in Germany" and which were on hand when the war broke out. These surplus stocks of labels, bands and trimmings have gone into the scrap heap by the tons in recognition of the sentiment that is condemning everything German.

An old cigar manufacturer tells us that Germany got its foothold in the label lithographing business by way of Cuba. In the old days, when the fame of brands was being established by the sale all over the world of cigars like Henry Clay, Rosa de Santiago, Manuel Garcia and the others, the Havana factories went to Germany for their labels, bands and trimmings. Of course Cuba had no lithographing plants then as it has none now. As a consequence of this the whole cigar trade followed the lead of the Havana factories and in the general character of labels and bands let the Germans establish the fashion.

Labels and bands have continued to be German in color and design ever since. Gold and red have always predominated. And it is fair to say that the designs have never been artistic, but it is the established fashion as the Germans set it, that prevailed. As time went on nobody seemed able to break away from this fashion, and it holds to-day. One of the odd things about the designs is the use of women's faces on the labels, and odder still is the fact that while they are meant to be Spanish, they are usually German. Hence we often find a fair lady's physiognomy on a label which, despite of its decoration with a Spanish mantilla, is in contour and coloring more Teuton than Castilian. The Germans could not be anything but Germans. They never will.

### Leaves Indianapolis Agency

Leonard B. Shick, art director of the Russel M. Seeds Company, Indianapolis, has resigned to take a position in the sales department of the Indianapolis Engraving & Electrotyping Company.

## Correcting a Misstatement

In last week's Printers' Ink, Pictorial Review, over the signature of its advertising managers, claimed for the September issue:

"A much larger volume of advertising than any woman's magazine (but one) has ever *before* published in September."

Presumably this statement was made either through misunderstanding or without an examination of the facts.

It is a tribute to the business men of America that there should be so heavy a volume of advertising in the national magazines.

It is a tribute to the women's magazines that they are carrying such a notably generous portion of this record business.

It is a tribute to GOOD HOUSEKEEPING that for four years past (including 1918) it should carry the largest volume of advertising of any woman's publication (but one) in the general monthly field in its September issue.

Pictorial Review's advertisement has created a wrong impression. This announcement is published to correct it.

## GOOD HOUSEKEEPING

# Jacksonville, Florida, and

Florida is a State which has developed with such rapidity in the past few years that it is difficult for a non-resident or occasional visitor to fully realize the extent of her progress.

So remarkable has been her agricultural, commercial and industrial growth that the winter playground glories of the State have become secondary matters in the interests of her citizens.

For illustration, the records of the United States Department of Agriculture show an increase in Florida's live stock development of more than 700 per cent. during a period when that of no other State was over 50 per cent.

The vegetable and garden products of Florida in the last year for which figures are available were worth almost eleven million dollars, her fruits brought over thirteen and a half million and her field crops were valued at nearly twenty-two million—all were produced in much larger quantity and sold for more money during the past season.

With such enormous agricultural activity added to the ever-increasing utilization of the four great natural resources of the State—fish, lumber, naval stores and phosphate—it is but natural that the cities of Florida should have grown rapidly and that in them there should have developed diversified manufacturing, large distributing enterprises and financial institutions of great strength.

Jacksonville has been particularly notable among these cities and consistently has maintained supremacy among them in population, wealth and business volume.

While there has been friendly rivalry between other cities of Florida as to rank and importance, none of them ever has seriously sought to supplant Jacksonville as the State's metropolis.

The geographical gateway of the State, the leading center of distribution, the banking and financial headquarters, Jacksonville has prospered as Florida has developed and year after year has become a greater city.

With the ever-increasing congestion of the ports of the North and East, her strategic location and splendid rail and water transportation facilities have not only brought Jacksonville into prominence as a factor in international commerce, but have assured her enterprises comparatively uninterrupted intercourse with other sections of this country.

The scarcity of meat has forced attention to the Southeast as the source of quick production at low cost and Jacksonville has become the packing center of this great industry in a vast new territory. Similarly the demand for ships and yet more ships has brought into existence an enormous ship-building program at Jacksonville, where the climate permits its pushing at top speed every day in the year.

## THE FLORIDA TIMES-UNION,

*Represented in the Foreign Field by*  
BENJAMIN & KENTNOR COMPANY

225 Fifth Avenue  
New York

Mallers Bldg.  
Chicago

Prepared by The Thomas Advertising Service, Jacksonville.

# and The Florida Times-Union

Jacksonville's prosperity is of a permanent character. There are three fundamental reasons for the fact that it is certain to increase rather than decrease.

The first of these reasons is the intimate connection between the city and an agricultural area of vast production and of enormous capacity for rapid and profitable development.

A second reason is the protected and capacious harbor, connected directly by trunk line railways with East, North and West, assuring continued and growing supremacy as a shipping point.

Third of the reasons is the wonderful climate, never extremely hot in summer nor very cold in winter, affording a maximum of production in manufacturing with a minimum of expense for plants, fuel, supply, etc.

Jacksonville's prosperity is patriotic in nature—instance the 71 per cent. over-subscription of the city to the last Liberty Loan, the 76 per cent. over-subscription in the Red Cross Drive, and equally good records on other war service work. That the earning capacity of her people is sufficient to enable them to thus assist in the prosecution of the war, and yet make other permanent investments, is testified to by the recent opening of a branch of the bond department of the National City Bank of New York. Naturally, a city with such resources has a wonderful purchasing power.

For more than a quarter of a century the Florida Times-Union has dominated the newspaper situation in Jacksonville and led all Florida papers in advertising and circulation.

During good and bad years it has been equally strong, growing in power and prestige as the city and State have grown, and contributing the weight of its influence to the upbuilding of the community.

Never sensational, never confusing the functions of a newspaper with those of other civic agencies, the Florida Times-Union has been primarily concerned with keeping its readers fully informed as to the real news events of city, State and Nation, interpreting the more important of these editorially.

That this type of newspaper is favored by the people of Jacksonville and of a large part of Florida is demonstrated by the constantly increasing circulation and advertising volume of the Florida Times-Union, and more particularly by the results of a tangible character that it has produced for advertisers.

The present circulation leadership of the Florida Times-Union may readily be ascertained by reference to Audit Bureau of Circulation reports. Any advertiser or agent who may not have available these reports, or who is in need of any other information regarding the Florida field, is cordially invited to communicate with any of the Times-Union offices.

## UNN, JACKSONVILLE, FLORIDA

*Represented in the Foreign Field by*  
BENJAMIN & KENTNOR COMPANY

225 Fifth Avenue  
New York

Mallers Bldg.  
Chicago

## Selling Simplified in New York

New York needs merchandise, needs it badly. If you have a good article and a *repeater*, you can sell it in New York, now, this Fall, and this Winter, and establish a trade-mark many times more easily than in normal times and at much less cost.

The New York World's Merchandising Department has mapped and charted Greater New York's population with reference to race and creed and buying power, and routed and platted New York's grocers, druggists and other distributors of advertised products.

Every effort has been made to simplify the task of estimating the time and number of salesmen required to make a thorough canvass of New York territory, the amount of advertising necessary to secure a representative distribution and the amount and character of selling and advertising follow-up needed to make the preliminary work show a profit.

The World has divided New York's five Boroughs into one hundred and twenty-three villages, or buying communities, each carefully analyzed, and made easy to work intensively, or hastily, or not at all—according to the class of trade you wish to solicit.

May we make a brief investigation of what New York offers *you*, without obligating you in any way. Write, or better still, call on us and see for yourself how we have visualized New York's buying power.

### The New York World's Merchandising Department

# Germany's "National Trade-Mark" Experience—Its Lesson for America

Originally Welcomed, It Came to Be Regarded as a National Curse—Why  
Germany Would Like to See a National Trade-Mark in Every Country

By J. T. M.

AT a time when the alluring features of a national trade-mark are being considered in comparison with its possibilities of an objectionable nature, the one concrete case in point may be worth a brief examination. Only one country has had what may be regarded as an approximation to a national trade-mark—that is Germany. And Germany's experience is probably back in the recesses of the brain of those Englishmen who so vigorously have combated the project of a British Imperial mark.

To them, "Made in Germany" is a horrid example of what a merchandise mark can be made capable of. They know that from an innocent beginning it became the Old-Man-of-the-Sea that Germany vainly tried to shake loose from her neck. Probably no three words were ever so hated by a whole nation.

Germany did not start off with "Made in Germany" as a proud title of distinction for the wares on which it appeared. British regulations brought it about, and the Teutons strove to make a virtue of necessity and to turn to account, as a national asset, the obligation of labeling and branding German exports passing under British supervision.

There were several phases in Germany's attitude toward the "Made in Germany" mark, but three principally.

A generation ago Germany took the matter quite good-humoredly. England's law—adopted also by France and by the United States—might, Germany thought, be made to serve as free advertising. England had made no secret of her purpose to show up, by the

mark of origin, the inferiority of the wares Germany was sending into her territory, as compared with English goods.

But Germany at that time was making inferior goods as a matter of policy, and saw no particular reason to be ashamed of so doing. It was the only way, she believed, that she could quickly get a firm footing in the markets controlled by England, France and the other older countries, commercially speaking. She could see nothing odious in going into the markets where other nations had established trade, and in entering into energetic competition with them by taking their wares and making cheap imitations of them. She followed this by making careful study of the tastes, characteristics and economic situation of the various foreign peoples, and then by producing merchandise to meet the special needs and conform to the special conditions.

Thus in Italy a few decades ago England controlled the cotton-goods trade. Germany started a scientific campaign to win it for herself. A German scientific trade campaign, it should be remembered, has behind it the whole machinery of the Empire—its diplomatic corps, its banking system, its cartels, its espionage organization. It is not easy to beat.

NAILED DOWN A MARKET FOR ITS  
OWN

It was all in vain for the agents of British cotton-goods manufacturers to make the rounds of the Italian dealers and explain to them how inferior were the German wares and how much more durable and more stylish were the

British articles. The dealers agreed that such indeed was the case; but, as the Italian populace was almost rioting for the green-yellow-black color scheme in cotton prints for gowns and head-coverings which the Germans were supplying to them at prices within range of the poorest purses—articles which the British manufacturers, in common self-respect, would disdain to produce—the Italian dealers had no alternative but to buy from the Germans, or lose their business.

Some British manufacturers slashed their prices in the hope of holding some of the Italian popular trade and in the hope that the perversion of taste toward the rubbishy German article was only temporary. The Germans came back with a new idea in merchandising. It was intended to put the finishing touch on the control of the Italian market for the particular line of goods, and it must be admitted that it was successful. The German offered the big Italian dealers a discount of 50 per cent on wholesale prices if they would sign an agreement to buy only from German manufacturers for a period of five years. That settled the matter.

The Italians were now buying goods more cheaply than Germany could produce them. It was the price Germany was paying for getting her commerce firmly rooted in the foreign country. The immediate loss—according to the system for "economic penetration," already described in *PRINTERS' INK*—did not fall on the actual producer of the goods in Germany, but was taken up by export bounties, by the credit banks and by the combination of affiliated cartels.

A similar course was followed with other lines of staple merchandise and the ingenious German system permitted the Teuton manufacturers to get a grip even on a foreign country's own specialty lines. Thus the Germans imported low grade silks from France, finished them by cheap process in imitation of superior French silks, and exported them

to oust the French from a considerable share of their foreign markets. A little later it was found that the Germans had, under innocuous names, got control of silk plants in France.

What if the German products were inferior to those of the older countries? They were cheaper by far than those offered by any other country and they were close enough imitations of better goods to satisfy the indigent purchasers. Silks, made in Germany, were now being worn by persons who had never before worn anything but calico. These people bought the German product precisely because it was cheap, and did not need to be told that it was not just as good as the higher-priced article. Why should Germany bother? She acquiesced in the general knowledge that her wares were cheap. She made no objection to the obligation of putting the "Made in Germany" mark on her exported goods which came under British customs control. The Germans, in fact, seemed rather gratified that England was thus providing them spontaneously a certain amount of advertising. They made the "Made in Germany" label large and conspicuous. They seemed willing to utilize it as a sort of national trade-mark.

#### THE MARK BECAME A SYNONYM FOR CHEAPNESS

But their gratification was not destined to last. "Made in Germany" gradually came to imply far more than the mere words signified. In England a synonymous phrase was coined for it. This was, "cheap and nasty." "Made in Germany" and "cheap and nasty" became interchangeable. The phrases entered into popular parlance. The Whitechapel cockney would turn up his nose at a piece of foul-smelling fish on a side-street push-cart and exclaim, "Made in Germany." In the Oxford or the High Holborn music-hall a bad vaudeville turn would be howled off the stage with the shout of "Made in Germany."

(Continued on page 71)

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## Signs with Something Besides Candle Power

Dazzling brilliancy alone won't do. Electrical advertising calls for something more—an air of distinctiveness, clean-cut, easily read letters, greatest possible reading distance.

Lightless nights only prove this truth—signs must have something more than mere candle power.

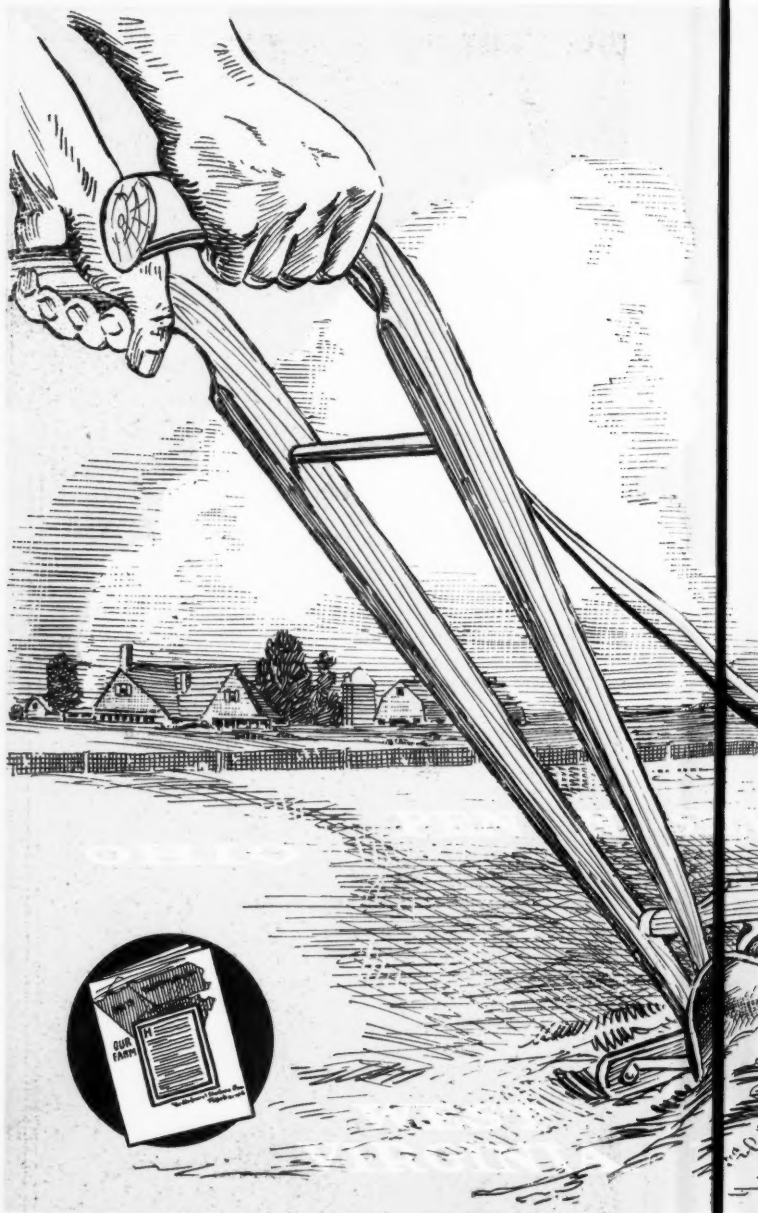
Flexlume Oplex Signs stand out from the others even with the street lights off because their smooth, raised letters of snow-white glass catch every chance beam of light and throw it back on the street, while broken-outlined signs and signs with flat letters are submerged in shadow. They depend upon candle power for their effect, Flexlume Oplex Signs depend upon artistic design and the power of the distinctive raised, white, Oplex glass letters—but you can put power behind them too, just as much as the others.

A sketch showing how your Flexlume Oplex Sign will look is yours for the asking. Shall we send it? Or perhaps you would just like to have the Flexlume book "Twenty-Four Hours a Day?"

**The Flexlume Sign Co.,** ELECTRICAL ADVERTISING  
1439-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:  
Electric Products Corporation  
941 W. 16th St., Los Angeles, Cal.

Canadian Distributors:  
The Flexlume Sign Co., Ltd.  
St. Catharines, Ont.



## Cultivate "OUR FARM"

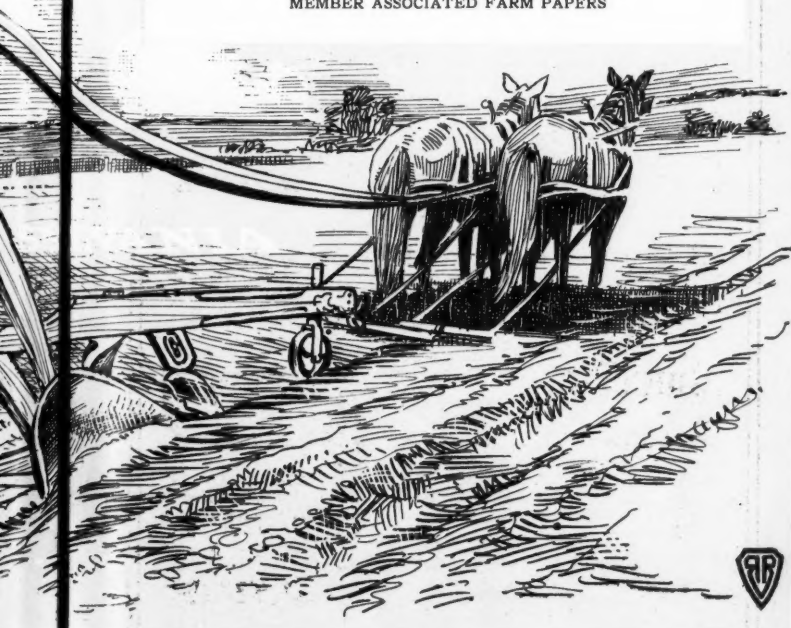
The modern farmer knows his soil before he cultivates; he knows its possibilities of development.

If you are planning to cultivate the farm field intensively, why not get the facts about "Our Farm", (comprising Ohio, Pennsylvania and West Virginia) a most productive farm area — money-making and money-spending, powerful and progressive.

We have collected the facts in condensed form — vital statistics that prove our *quality* circulation. Send for your copy of "Our Farm"—no obligation, no charge.

***The National Stockman and Farmer***  
Pittsburgh, Pa.

MEMBER ASSOCIATED FARM PAPERS





**A FARMER'S SERVICE STATION**

This building is the home of Successful Farming. There are two more stories that do not show in the picture. They are below the street level and they connect with the railroad tracks. They carry the paper stock and the machinery. They furnish a foundation for the rest of the building.

You do not see all of Successful Farming's service when you see a copy of the paper. Much of it is known only to the individual subscriber who is benefited. This personal service is the foundation of the friendship for Successful Farming in more than 800,000 farm homes.

It is largely responsible for the fact that Successful Farming heads the list of so many successful advertisers.

# Successful Farming

**E. T. MEREDITH, Publisher, Des Moines, Iowa**

**Member A. B. C.**

**T. W. LeQUATTE** Adv. Mgr. **F. J. WRIGHT** Ass't Adv. Mgr. **C. M. BEER** Mdse. Sales Service **C. A. BAUMGART** Retail Ser. Bureau

**CHICAGO OFFICE**

**NEW YORK OFFICE**

J. C. Billingslea, Advertising Bldg.

A. H. Billingslea, 1 Madison Ave.

**ST. LOUIS OFFICE**

A. D. McKinney, Post Dispatch Bldg.

**KANSAS CITY OFFICE**

O. G. Davies, Victor Bldg.

**MINNEAPOLIS OFFICE**

R. R. Ring, Palace Bldg.





A corresponding German phrase was found for the mark of German origin—*billig und schlecht*, cheap and bad. Even among the populace of Germany the notion was circulated that the articles of domestic manufacture were *billig und schlecht*.

What, or who, was responsible for the wave of contempt for German products that swept over Europe? The Germans accused the British of having deliberately advertised the "Made in Germany" goods in a detrimental way. The British replied that the cheap and nasty German imitation of established merchandise had brought its own retribution. The wares were cheap and inferior and the whole world had come to know it.

And then began the second phase in German sentiment with regard to the "Made in Germany" mark. Germans had developed their industries to the point where they were no longer satisfied with producing, in the staple lines, cheap imitations of the products of other countries. They were aiming higher and were anxious to get the benefit before the world of the better workmanship they were putting into certain kinds of merchandise. But the curse of the "Made in Germany" label hung on. Germany could find no way of exorcising the evil spirit and she squirmed and writhed in an effort to free herself from the obsession.

A surprising proof of her anger and bitterness on the subject was actually written into her legislation. Section 22 of the German law on trade-marks of May 12, 1894, says, "Whenever German goods, on their entry into or passage through a foreign country, are subject to the necessity of bearing a mark indicative of their German origin, or when their Customs treatment in respect of merchandise marks is less favorable than that accorded to goods from other countries, the Federal Council may decree a like burden to be imposed upon the foreign goods on their entrance into Germany for importation or transit, and may order the seizure and

confiscation of the goods in cases of contravention."

This was a far cry from the former German contention that the "Made in Germany" mark was good advertising for them. That such a display of wrath should be incorporated in a trade-mark law, with which of course it had no possible connection, was noted with some abashment even in Germany. Legal experts were admittedly rather ashamed of it. Herr Dr. Daffis, one of the leading writers on trade-marks jurisprudence, demanded that it be removed from the statute where obviously it should never have appeared.

It was vain, he declared, to attempt to bully the English-speaking peoples about the "Made in Germany" mark, for the evil had been done in those countries and this was not the way to undo it. In other foreign lands Germany, he said, could continue the advertising campaign she had undertaken for the purpose of giving prestige to the goods which she produced.

That campaign, it may be added, has been vigorously carried out, not only in Continental Europe, but in South America, China, Japan and other countries. German trade agents were coached from the commercial universities at home in the best methods of propaganda, and special literature, exalting the products of Germany, was sent in a continuous flood to merchants and dealers abroad. The results have been gratifying, according to the statements made in the German trade publications, but they have not availed to offset the evil reputation of the German mark in other countries.

#### LOOKING TO ABOLISHMENT OF LABEL WHEN WAR CAME

A third phase in the German attitude on "Made in Germany" was observable just before the war began. Since there was no way of counteracting the odious label, German science had thought out a course of action which would ultimately lead to the abolishment of the label. In time its connota-

tion of ignominy and contempt might pass from the mind of the peoples of all countries.

German commercial experts proposed that all nations of the world agree on new laws regarding merchandise marks. They worked out a scheme of "World-Marks-Jurisprudence" and formulated the rules to govern it. Dr. Daffis and other authorities published long and exhaustive studies on the subject.

Each country, it was proposed, should have its own form of merchandise marks. Not that they were to have one distinctive national trade-mark. Industrial and commercial trade-marks would continue to be used as in the past; but for each country the private trade-marks would be set out in a distinctive way. Thus, for Germany the trade-marks would be printed in accordance with the peculiar German "art"—in old Gothic lettering and with thick black designs and markings. French form of lettering and drawing for the French; English type series and art work for the English, and so for the other countries. In this way there would be no need of labeling or branding merchandise with the name of the country from which it originated. A phrase like "Made in Germany" would not be used, because it would be superfluous. The private trade-mark would of itself indicate the country of origin.

These German experts did not think much of the idea of a national trade-mark on the lines of that now contemplated for the United States. Indeed, it was natural that they should not, for in Germany's case it would be a continuance, in another form perhaps, of the labeling which had brought her so much anguish.

A nation's merchandise going abroad should, in their opinion, be appraised by the consumer on its individual merits rather than on the reputation of the country from which it comes. The foreign consumer would soon learn to discriminate between the goods of different manufacturers. The

trade-mark on the better article would win its own prestige. The fact that inferior goods bore a trade-mark which was lettered and designed according to the German style should be no reflection on Germany. No country produced only high-grade goods, and there was no way of preventing the manufacturer of sub-standard goods from shipping his products abroad. But if the preponderance of the wares sold by Germany in foreign countries were of superior grade, then the reputation of Germany would gain, and an important national asset would be created for that country. And similarly for the other countries.

In 1914 the Germans were beginning to spread this theory with great energy and by this time we should probably have had a great body of literature on the subject and much discussion in every country where Germany had any part of the local press subservient to her. But then the war came. If Germany won it, it is safe to say that the obnoxious "Made in Germany" mark would soon have disappeared. Losing it, Germany is likely still to be confronted with the objectionable label, particularly as it is reported to be her plan to go back, after the war, to the production of cheap and inferior goods in vast quantity, in order to get a fresh grip on the trade of the countries she has wilfully and with peculiar malice impoverished, for her own commercial purposes.

### Advertise That Line Is Shortened

Eight manufacturers of drop-forged wrenches are uniting in advertising to the retail hardware trade that they have discontinued making certain styles of wrenches for the duration of the war. This action is taken at the request of the War Industries Board that sizes, styles and finishes of standard products be reduced. "Finished" wrenches will be superseded by a "Semi-Finished" line and it is announced that the latter may be discontinued also in the future, giving place to "War-Finished" wrenches. It is announced that the latter would be equal in efficiency but slightly different in appearance.

## Graduates of the Iowa State College of Agriculture

Represent the Most Progressive and Prosperous Class of Farm Folks in Iowa

They are farm folks who are interested in doing things the best way possible on the farm, and who are making a real study of farming. The Iowa State College of Agriculture is recognized as one of the greatest schools of agriculture in the country, if not the very best. Most of its graduates, about 90% in fact, go back to the farm, and make use of the knowledge they gain. Farm boys from many other states attend the Iowa College of Agriculture, recognizing the school as a superior school.

Each year the Iowa State College of Agriculture puts on a two weeks' short course, for farm folks who are not able to attend the college regularly, but who want to get all the up-to-date information about farming and live-stock breeding, that they can. The attendance at this "Short Course" is approximately two thousand, and it is made up of the most progressive and prosperous class of farm owners, and mostly of farm folks who are beyond the school age. The keenest, brightest men in the business of farming attend this short course, and they come from all parts of the state.

### WALLACES' FARMER THE FAVORITE PAPER

The John O. Powers Company, of New York City, desiring to find out what farm paper was strongest in Iowa, made an investigation among the graduates of the Iowa State College of Agriculture, and the farm folks who registered for the short course, as to the papers they read regularly, and which they liked best. In this investigation, Wallaces' Farmer was mentioned seventy times more than any other Iowa paper, as being read regularly, and when it came to first choice, Wallaces' Farmer received nearly three votes to one for any other paper, receiving more than twice as many votes for first choice, as the next two highest papers.

An interesting part of this is the fact that both the other papers claimed a much larger circulation than Wallaces' Farmer among Iowa farm folks, one claiming over 110,000, and the other over 74,000, to our 32,000 in Iowa, as the circulation of Wallaces' Farmer reaches other prosperous farm folks in states adjoining Iowa, as well as Iowa farm folks.

We have always claimed that real readers, and not volume of circulation determined advertising value, and surely this investigation proves it.

When a paper builds circulation as Wallaces' Farmer builds it, absolutely on the merits of the paper, requiring payment in advance for subscriptions, and stopping all subscriptions when the time is out unless renewed, it means the greatest measure of value to the advertiser.

For more than twenty-three years Wallaces' Farmer has been a constructive force for the agriculture of the corn belt. Many farm folks in Iowa and adjoining states, give Wallaces' Farmer credit for a big part of their success, as they have followed its teachings.

Before you use any farm papers, find out about Wallaces' Farmer. The more you investigate among farm folks, the more you will be impressed with the unusual standing of Wallaces' Farmer, and the more you will be sure of seeing that it appears on your advertising list.

Any information you want about Iowa or about Wallaces' Farmer, we will cheerfully furnish. Write us.

## WALLACES' FARMER

Department P, Wallaces' Farmer Building

Des Moines, Iowa

Western Representative  
Standard Farm Papers, Inc.  
1341-3-5 Conway Bldg.  
Chicago, Ill.

Eastern Representative  
Wallace C. Richardson, Inc.  
381 Fourth Ave.  
New York City

Any national advertiser can cover the Des Moines and central Iowa field thoroughly by the use of

## **The Des Moines Capital**

alone. The Capital has a complete city and complete state circulation. It is the only Des Moines newspaper that furnishes both of these circulations in a complete way.

The July circulation of the Des Moines Capital was 66,559 copies net paid, divided—city, 24,018; country, 42,541. National advertisers need not use two newspapers to cover the Des Moines field. In the first seven months of this year, 62 national advertisers, many of them of the greatest prominence, have used the Capital exclusively. In this list are such big advertisers as:

**Fels-Naptha Soap**  
**Pebeco Tooth Paste**  
**Mazola**  
**Sheboygan Ginger Ale**  
**Barrington Hall Coffee**  
**Woodbury's Soap**  
**Iglehart Bros. (Swansdown Products)**  
**Ladies' Home Journal**  
**Douglas Oil**  
**American Pencil Company**  
**Hickory Garters**

## **Iowa a Billion Dollar State**

Iowa offers one of the most remarkable market situations in the whole world. Iowa is the greatest agricultural state in the Union. On a ten-year average Iowa is perhaps the

most prosperous area in the world. The agricultural and farm wealth of Iowa for 1917 exceeded one billion dollars, and will exceed one billion dollars for 1918.

Des Moines is the geographical and commercial center of this great state. The population of Des Moines at the present time is about 130,000, exclusive of an average of 40,000 soldiers. Des Moines is remarkably prosperous, and the Des Moines Capital is the big, substantial evening newspaper of Des Moines,—the Chicago Daily News or the Kansas City Star of this state.

The Capital has gained in advertising and circulation every month of this year, and is the only Des Moines newspaper that has so gained. The Capital is known for the strength of its advertising and business policies; for many years the Capital has not published medical advertising; and conducts its business department with great fairness to all.

Lafayette Young, Sr., is the sole owner of the Des Moines Capital and has been for twenty-eight years.

The Capital is known for its newspaper qualities, and at the present time is distinguished for the Chicago Daily News war cable service, the Frank Simonds articles, the always reliable Associated Press, and the great comic page, headed by Mutt and Jeff and Goldberg.

## The Des Moines Capital

*"Every Inch a Newspaper"*

LAFAYETTE YOUNG, Publisher.

New York and Chicago Representatives—  
O'Mara & Ormsbee, Inc.

## A Billion Dollar Harvest In Iowa Means At Least \$166,666,666 in the Sioux City Zone

The people of the northwestern sixth of Iowa, read The Sioux City Tribune. It is one of the institutions which has made Sioux City their metropolis.

Sioux City, second in population, is first in jobbing; first in manufacturing and many other lines of business in Iowa.

Over \$100,000,000 was paid for live stock received at the Sioux City stock yards to August 1st of this year. The total for all of 1917 was \$124,000,000.

Outside of Sioux City no daily newspaper is published in Iowa within 100 miles.

## The Evening Tribune July Circulation Averaged 52,124

**90% HOME DELIVERED CIRCULATION**

either by carrier or direct mail

**70% MORE EVENING CIRCULATION**

than the other evening newspaper

**121% MORE CIRCULATION (ALL EVENING)**

than the only morning newspaper

**112% MORE CIRCULATION (ALL EVENING)**

than the only Sunday newspaper

An all evening paid circulation rivaling that of the other morning and evening newspapers combined.

Morning and evening newspapers in Sioux City sell at the same price.

The Tribune receives the full leased wire Associated Press, and full leased wire United Press services. It is independent, aggressive, and progressive—one continuous march of success in its career.

## The Sioux City Tribune

(Established 1884)

**Sioux City, Iowa**

*Advertising Representatives*

**WILLIAMS, LAWRENCE AND CRESMER CO.**

Chicago  
Harris Trust Building

New York City  
Brunswick Building

# What, and How Much Are People Buying?

Big Mail-Order House, Which Does Not Disclose Its Name, Analyzes Its Sales and Shows How They Compare with Pre-War Purchases

**H**OW have civilian purchases been affected by the new conditions that have arisen since the war began? There are higher prices on the one hand, and higher wages on the other. Women have entered new fields of employment. Liberty Bonds and War Savings Stamps have made an urgent appeal for thrift. How have all these and many other factors influenced the buying of the men and women upon whose purchases the welfare of the country fundamentally depends?

The Council of National Defense recently undertook an investigation to determine whether such purchases have been increasing or decreasing during the war period. Information was obtained from large and representative concerns as well as from smaller merchants, and from leaders of labor organizations. "Commerce Reports" analyzes one of these reports received from a "very large business house dealing directly with consumers throughout the entire country." "Because of the diversity of merchandise handled and customers served," it is stated, "the business of this firm may be considered a reasonably accurate barometer of comparative purchasing activities."

A summary of some of the conclusions reached follows:

Boys' clothing shows a marked decrease in the quantity purchased in the higher-priced lines, while knee pants, rompers, blouses and all items of small money value show a sufficient increase to offset this and bring about a slight increase in the whole line.

The greatest decrease in men's clothing is on that intended for young men. This is possibly sufficient to account for the entire falling off in volume, which amounts to 17 per cent.

Work clothes show an increase of 48 per cent, with the percentage

of value increasing by 96 per cent.

Men's furnishing goods show the largest decrease in quantity of all the men's apparel lines. There has been a marked falling off in the demand for men's hats, dress shirts and the miscellaneous lines generally carried under this head. In caps, trunks, suitcases, etc., there has been a smaller decrease, while the number of men's work shirts sold is at least equal to that for 1917.

## THE TREND IN WOMEN'S APPAREL

Counting women's dresses exclusively, these would show a quantity increase of about 32 per cent. The decrease, however, in suits, skirts and misses' dresses is sufficient to offset this increase and bring the entire line down to a volume only equal to that of last year. (Women's dresses represent more than 25 per cent of the entire line.)

Coats and waists show a small increase (5 per cent) in volume, with a 36 per cent increase in value. The latter is not due entirely to increased cost, as there is a marked demand for the higher-priced, better garments.

Millinery, corsets, etc., show a slight decrease in quantity, which may be due as much to a growing simplicity in style as to a dropping off in demand or desire to buy.

Knit underwear shows a quantity decrease of 13 per cent. Taking women's alone, the decrease would be only 5 per cent. In hosiery the quantity decrease in all lines is about 8 per cent. Separating the women's and children's from the men's, shows a decrease of 7 per cent for the former and 11 per cent for the latter—bringing out a fact that appears to be true of all wearing apparel, namely, that women are buying more freely than men.

In shoes the total quantity decrease is about 33 per cent. The

greatest decrease, 47 per cent, is in the men's lines, while the smallest decrease, 26 per cent, is in rubbers. Women's shoes show a decrease of 35 per cent and children's 27 per cent. It would seem that this condition is general throughout the country, the shoe business everywhere showing a decided decrease. The rapid and amazing increase in price, the "temporary craze for freak styles last year," the comparative facility of economizing on this item of apparel, and the withdrawal from the buying population of upward of a million and a half young men—all these factors contribute to bring about the condition indicated.

As regards furniture, the slight decrease in the heavier lines shown in this company's business may be due as much to the congested traffic conditions, discouraging purchasing from a distance, as to decrease in demand.

There is a decided increase in sales of small-sized diamonds and a falling off in size from  $\frac{1}{2}$  carat upward. This is due, no doubt, to the great increase in price and the tendency of people to buy diamonds by price alone; that is, they have, perhaps, \$75 or \$100 to put in a stone, and it brings them a much smaller jewel than the same amount would procure a year or two ago.

Watches are in great demand, especially wrist watches, which have been enormously popularized by the war.

Fountain pens and stationery show a decidedly increased demand, for the obvious reason that so many men are leaving their homes. There is a very great decrease in the sale of books of fiction, while there is a very fair demand for technical books on machinery, motors, etc.

The quantity of cigars and tobacco sold shows a very noticeable increase, which can be accounted for by the slogan, "Smokes for the soldiers."

There is a very great demand for pianos and organs—at least as shown by the business of the concern supplying the informa-

tion, which is running 22 per cent ahead on a quantity basis.

Analyzing its business in automobile and bicycle supplies, the company expresses the opinion that the quantity increase of 30 per cent is largely, if not entirely, due to a big demand on the part of industrial concerns and business firms that employ salesmen, solicitors, collectors and repair men—men who are using automobiles to make their rounds, requiring accessories, new parts and tires. The large demand for bicycles and sundries seems to come from industrial centers, indicating that workmen are using them in going to and from the plants. An abnormal increase in bicycle tires and parts shows that old bicycles are being used and put in shape.

#### CONCLUSION DRAWN BY THIS MAIL-ORDER HOUSE

Drawing general conclusions from its own business and the information obtained from other sources, this firm states, in the first place, that in merchandise for women's exclusive use it is certain that sales are increasing. "This is plausible," it says, "because thousands of women never before employed are now earning very fair wages, while other thousands previously employed are enjoying greatly increased wages."

Luxuries and semi-luxuries, such as musical instruments, watches, jewelry and diamonds, show an increase in quantity as well as in dollars, giving an impression of general prosperity.

The company expresses the belief that economy is being practiced by well-to-do persons and those of moderate means, while the increased compensation that is being received by large numbers of people who have previously been somewhat more restricted in purchasing capacity has made it possible for them to buy more freely now of the articles that might be considered luxuries.

John F. Carter, formerly with Double-day Page & Company and *Motion Picture Magazine*, Brooklyn, has joined the sales organization of the Chicago office of *The Farm Journal*, Philadelphia.

# THE IOWA FARMER

DES MOINES

FIRST FARM PUBLICATION FOUNDED WEST  
OF THE MISSISSIPPI RIVER

ESTABLISHED IN 1856

## ANNOUNCEMENT TO ADVERTISERS

This pioneer farm journal is now published by the FARM PUBLISHING COMPANY, a co-operative organization composed of the leading progressive element among IOWA FARMERS.

A Rural Farm Magazine issued twice-a-month, circulating exclusively in the greatest of all wealth-producing states. Owned, operated and published by and in the interests of Iowa farm owners-operators-stockmen.

The uniqueness of its organization is reflected in its circulation, which is secured by co-operative methods which guarantee to the advertiser the greatest reader interest and reader influence with every copy. It has no waste circulation.

The loyalty and support of its ownership in the hands of practical farmers, acting collectively, insure to its patrons *results*.

*Rates and Reports on Application.*

**FARM PUBLISHING COMPANY**

DES MOINES, IOWA



*A Good Farm Paper for Good Farm People*

## Moves to Des Moines

We take pleasure in announcing the completion of arrangements whereby THE CORN BELT FARMER will, beginning with the September, 1918, issue, be published at Des Moines, Iowa, on the Peoples Popular Monthly press and from their building.

There is no change in management, ownership or representation. It is a logical move and represents another step forward in the progress of CORN BELT FARMER. It improves our press facilities in many ways, for example, we can now run an extra color at a very reasonable charge; it centers our circulation, saving a great deal on postage; and it identifies us with a recognized publishing center.

To fit our press work in with Peoples Popular Monthly our closing date will be changed from the fifteenth of the month to the last day of the month preceding date of issue, and each issue will be mailed during the second week of the month of issue. These are advantages every advertiser will fully appreciate.

## 63,000 Circulation in Iowa

An analysis of all circulation in Iowa will reveal CORN BELT FARMER'S local strength. 63,000 puts CORN BELT FARMER in second place among the farm papers edited for this territory. The balance of 135,000 circulation is confined to the territory immediately contiguous to Iowa.

There is no need to quote detailed statistics as to the great wealth and buying power represented in CORN BELT FARMER territory. There is no finer farming country in the world, and CORN BELT FARMER offers you the very choicest circulation. New rate cards, circulation statement, detailed analysis and further information gladly furnished on request.

## THE CORN BELT FARMER

PUBLISHED MONTHLY

Captain Harry B. Clark, Publisher

Paul B. Talbot, Adv. Manager

Waterloo, Iowa, until October 1st—Des Moines, Iowa

Advertising Representatives

Cone, Lorenzen & Woodman

New York—Chicago—Detroit—Kansas City

Applicants for Membership in the A. B. C.

## No Fixed Resale Price for Fordson Tractors

Retail Prices to Be Left to Individual Dealers, with "Recommended" Profit—Territories to Be Unrestricted by Manufacturer—Conducting Practice Arises from Governmental Activities

RECENT suggestive activities and statements of the Federal Trade Commission anent the question of retail price maintenance are reflected in a step, hitherto left untaken by the industry, by which the tractors made by Henry Ford & Son, Dearborn, Mich., are to be marketed without a set retail price. Fairly definite surmises as to this policy have been made by observing members of the trade who have noted differing quotations from various parts of the country made by dealers handling this new Ford product, though it is known that a uniform price at Dearborn has been made for sales to distributors. A profit of not less than 12½ per cent is "recommended."

Carrying further its compliance with the somewhat strict interpretation of anti-trust acts favored by the Commission, the Fordson enterprise has done away with territorial restrictions designed alike to protect a dealer holding the franchise and to keep others from outside territories from encroaching. This means that any dealer selling Fordson tractors may sell them wherever he can find prospective purchasers. This provision may by its nature act in two ways, for while the dealer who goes beyond his county limits to make a sale is entirely within his rights, there is no guaranty that another will not be established right beside him should the scope of his activities lead him to neglect close cultivation of fields nearer at hand.

As pointed out recently in *Automobile Topics*, the matter of retail price maintenance is one that is occupying the minds of many men in the industry. Economically, there are at least two sides to the question, with many strong arguments advanced for a policy of



## America's Greatest Banking Area

There are more banks in our six prosperous Northwestern states than in all the Pacific coast and seven Southern states combined. They are live institutions—proved by the fact that there is more building and remodeling of bank homes in this section.

## The Trade Magazine of the Northwest

The Northwestern Banker is the oldest financial journal west of the Mississippi River—has been serving its readers more than 23 years. Hundreds of letters received every year prove its prestige and value.

## Bankers Own Farms

A recent investigation shows that an average of eight farms to the bank are owned by officers alone—many more by directors.

The banker acts as counsel to the business community.

Banker good will is important, whether you sell direct to the bank or not. The banker is consulted about important purchases of all kinds. Secure his influence by "selling" him through his favorite trade journal.

## Member A. B. C.

The Northwestern Banker is the only financial magazine in the United States holding membership in the A. B. C. Please read that again.

## The Northwestern Banker

Clifford DePuy, Publisher,  
Crocker Bldg., Des Moines, Ia.

We have an interesting proposition for a good salesman in New York City.

## WANTED Something to Sell

This New York City organization, with an available staff of highly trained specialty salesmen covering the entire country, is hampered by war conditions.

Sales of its products because of shortage of raw material and government restriction will be practically eliminated until peace comes.

Our sales organization must be held together, for therein lies the strength of the business. In addition to the sales organization, we have a list of 65,000 names, not merely a mailing list but representing actual customers.

We are looking for a specialty such as high-grade salesmen can sell with profit to dealers, jobbers, or retailers; it may also be adapted to a mail order proposition. It must be in keeping with an organization which has always sold quality goods to business men and women of the highest standing, an organization which showed sales of over \$100,000 in two months on one specialty.

Nothing second rate could be considered. The article or device must measure up to the standards of our organization.

This is an unusual chance for someone with a worth-while article to get it on the market quickly and economically—to benefit by a sales organization it has taken a long time to build.

We want something to hold our sales force together and keep our men satisfied.

There is no reason why the arrangement should be limited to the period of the war. The right article could become a permanent addition to our line.

If you have a specialty which will meet this need, let us hear from you. Your letter will be treated in absolute confidence.

**Address "Specialty,"  
Box 186, care of  
Printers' Ink**

strict adherence to uniform prices established by the manufacturer. Legally, on the other hand, there is the fact that after a product has left its maker's hands he has no right to say what shall become of it, nor how it shall be used.

Further confusing tendencies have been introduced into the whole question of controlling the resale of manufactured products by other branches of the Government organization. Distribution of motor trucks is to be made conditional on the signing of a pledge by the dealer to be bound by similar conditions to those which govern the manufacturer, the dealer being obligated to the latter. News late in the week, moreover, contains the significant item that the War Industries Board has under consideration a plan to require the stamping of retail prices on certain lines of goods, in effect controlling the prices at which dealers must sell those goods.—*Automobile Topics.*

### Syracuse "Post-Standard" Raises Out-of-Town Price

The Syracuse, N. Y., *Post-Standard* has increased its retail price from two to three cents in cities and towns outside of Syracuse. Mail rates are increased from \$4 to \$6 a year. Not long ago the *Post-Standard* increased its Sunday selling rate from five to seven cents.

### Nagle Is Now Eastern Manager

A. F. Nagle, Jr., connected with the Eastern office of the Modern Hospital Publishing Company, Chicago, for the past year and a half, has been appointed Eastern advertising manager, with headquarters in New York.

### With Philip Kobbe Company

Arthur G. Heller, formerly president of the Heller-Barnham Agency and more recently associated with Merritt-Johnson, Inc., New York, has joined the staff of the Philip Kobbe Company, Inc., also of New York.

### Goes West for Boston "American"

Mortimer Berkowitz, for the past four years in the local advertising department of the Boston *American*, has been appointed Western representative of that paper, with headquarters in Chicago.

## Manufacturers Who Make Products Good Enough to Advertise

Bend every energy to get the greatest possible production from their factory and strive in their selling organization to procure complete distribution.



**JAMES M. PIERCE**  
Publisher

Equal foresight would suggest that year after year prosperous and uniformly populated farm sections be chosen for most intense selling effort. A study of agricultural reports, both federal and state, would bring manufacturers into these important food-producing states of the Middle West.

Again, good headwork would dictate the use of Pierce's Farm Weeklies—over 96 per cent of their 370,000 circulation is in the group of ten states shown in the map. These states (Iowa, Missouri, Kansas, Wisconsin, Minnesota, North Dakota, South Dakota, Illinois, Nebraska and Oklahoma) contain less than one-fourth the farms of the United States; yet herein is produced one-half of all the corn, wheat,

oats and other crops, which, in 1917, plus the value of live stock sold and slaughtered, reached the immense and record-breaking total of Nineteen Billion Dollars (\$19,000,000,000).

The total farm crop and live stock production in these ten states will be no less for 1918. Crop prospects and the live stock industry are most promising. Manufacturers who have an output that a farmer needs should first concentrate in the Pierce Field and use Pierce's Farm Weeklies with their localized circulations, totaling 370,000 copies. Write for a county count of The Iowa Homestead circulation in Iowa; Farmer and Stockman circulation in Missouri and Kansas; The Wisconsin Farmer circulation in Wisconsin. Prepare to enter this big Mid-west field in a big way. I would be glad to send to you, with my compliments and without obligation, a copy of "Pierce's Survey" for 1918. It will serve as a statistical basis in considering this important farmer-trade territory.



**The Pierce Field**

**JAMES M. PIERCE, Publisher**

## PIERCE'S FARM WEEKLIES DES MOINES, IOWA

**The Iowa Homestead**  
Des Moines, Iowa  
Circulation 150,000

**Farmer and Stockman**  
Kansas City, Mo.  
Circulation 130,000

**The Wisconsin Farmer**  
Madison, Wis.  
Circulation 90,000

## ADVERTISE IN DAVENPORT, IOWA

and when you advertise  
in Davenport use the

### Democrat and Leader

The Davenport Democrat and Leader is the oldest paper in Davenport; it has a large clientele of readers in and around Davenport and is the *big strong newspaper of Eastern Iowa.*

### Davenport Prosperous

The United States government is spending more than a million a month in Davenport, while the rich farming country surrounding is filled with wealthy Iowa farmers ready to buy advertised goods. The Davenport Democrat and Leader reaches nearly all these people.

To reach the people who have the money to spend use the

### DEMOCRAT and LEADER

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*For information, co-operation and rates, etc., write to*

**FRANK D. THROOP, Publisher**

*Member A. B. C.*

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National Advertising Representatives

**CHARLES H. EDDY CO.**

NEW YORK

CHICAGO

BOSTON

# House Organs of the United States and Canada

A New List, Based on United States Food Administration's Records

"CAN you furnish us with a list of house organs published in the United States?" This query comes to PRINTERS' INK in greater numbers than almost any other. Not a week passes that someone does not ask for a house organ list. Frequently several of these requests come in the same day.

The last list of this sort appeared in PRINTERS' INK more than two years ago. The issues containing it were long since out of print; moreover, so many house organs have ceased publication since then, and others been started, that the list would not be a reliable one at this time.

A few weeks ago the United States Food Administration furnished PRINTERS' INK with a copy of its house organ mailing list—containing upward of 1,400 names—and with this as a basis, a new list has been compiled. The Food Administration has used these names effectively in connection with its publicity regarding the conservation of wheat, meat and sugar, war gardening, etc. But it is significant to note that more than 200 concerns on the Food Administration's list have notified PRINTERS' INK, in answer to a letter sent to the whole list, that their house organs are no longer published. It is bound to be the case that some others are "dead" by this time. What the mortality will be as a result of the determination of the War Industries Board to curtail the paper supply of house organs is beyond the bounds of imagination. The list is perhaps as accurate—now—as it is possible to make it.—[Ed. PRINTERS' INK.

Abraham & Straus, Brooklyn. "News." Acker, Finley, Co., Philadelphia. "Acker Weekly." Acker, Merrill & Condit Co., New York. "Table and Home." Acme Cash Basket Stores, Akron, O. "Acme Special."

Acme Packing Co., Chicago. "Red Crown." Acorn Press, Jackson, Mich. "Battering Ram." Adams, Byron S., Washington, D. C. "Adams Impressions." Addressograph Co., Chicago. "Addressographer." Akron First-Second Nat'l Bank, Akron, Ohio. "Service." Alabastine Co., Grand Rapids, Mich. "Brush & Pail." Aladdin Co., Bay City, Mich. "Aladdin Magazine." Alaska Refrigerator Co., Muskegon, Mich. "Alaska Life." Alexander Hamilton Institute, New York. "Institute Wire." Allen, Benj., & Co., Chicago. "Allen Monthly." Alling & Cory Co., Pittsburgh. "Al Cor." Alpha Portland Cement Co., Easton, Pa. "Alpha Aids." American Assn. of Pharm. Chemists, New York. "Bulletin." American Association of Small Loan Brokers, Harrisburg, Pa. "Loan Gazette." American Art Works, Coshocton, O. "Ginger" and "Gauge." American Blower Co., Detroit. "Sirocco Service." American Chain Co., Bridgeport, Conn. "Connecting Links." American Chicle Co., New York. "Chicle Chat." American Ever Ready Works, Long Island City, N. Y. "Eveready Energy." American Gas & Electric Co., New York. "A.-G.-E. Bulletin." American Gas Institute, New York. "Gas Institute News." American Hoist & Derrick Co., St. Paul, Minn. "Crosby Clipper," "American Bulletin," and "American Ditcher Scoopings." American International Shipbuilding Corp., Philadelphia. "Hog Island News." American Laundry Machinery Co., Cincinnati. "American Outlook." American Lawyers' Co., Cleveland. "Good Counsel." American Liability Co., Cincinnati. "American." American Locomotive Co., New York. "Headlight." American Mfrs. Export Assn., New York. "Bulletin." American Multigraph Sales Co., Cleveland. "Layman Printer." American Order of Steam Engineers, Bernharts, Pa. "Popular Engineer." American Press Association, New York. "American Press." American Rolling Mill Co., Middletown, Ohio. "Armco Triangle." American Sunday Magazine, New York. "Modern Retailer."

- American Typefounders Co., Jersey City, N. J. "American Bulletin."
- American Vulcanized Fibre Co., Wilmington, Del. "First Guaranteed Waste Basket."
- American Warehousemen's Association, Pittsburgh. "Bulletin."
- American Washing Machine Manufacturers' Association, Chicago. "Bulletin."
- American Wine Co., St. Louis. "Cook's Imp."
- American Wood-Preservers' Association, Baltimore. "Wood-Preserving."
- Angier Chemical Co., Boston. "Angier Idea."
- Anglo-American Mill Co., Owensboro, Ky. "Community Miller."
- Anso Co., Binghamton, N. Y. "Portrait."
- Antrim, C. W., & Sons, Richmond, Va. "Antrim—for Grocers."
- Arcady Press and Mail Advertising Co., Portland, Ore. "Arcady's Ink Pot."
- Armour & Co., Chicago. "Armour Magazine."
- Armstrong, J. A., Philadelphia. "Philadelphia-Made Hardware."
- Armstrong Cork Co., Lancaster, Pa. "Linoleum Logic."
- Art Engraving and Colortype Co., Cleveland. "Pocket Book."
- Art in Buttons, Rochester, N. Y. "Art in Buttons."
- Art Metal Construction Co., Jamestown, N. Y. "Steel Filings."
- Associated Mfg. Co., Waterloo, Ia. "Choreboy."
- Association of Commerce. House organs published under various names by Associations at Bloomington, Ill.; Chicago; Grand Rapids, Mich.; Madison, Wis.; Milwaukee; Peoria, Ill.; and Winona, Minn. See also "Board of Trade," "Board of Commerce," "Chamber of Commerce," and "Commercial Club."
- Assn. of National Advertisers, New York. "A. N. A. News Digest Bulletin."
- Atchison, Topeka & Santa Fe Ry. System, Chicago. "The Earth."
- Atlantic, Gulf & West Indies Steamship Lines, New York. "Agwi Steamship News."
- Atlas Portland Cement Co., New York. "Contractors' Atlas," "Atlas Almanac" and "Atlas Circle."
- Atwood, J. H. & G. L., Inc., Boston. "Atwood Bulletin."
- Audit Bureau of Circulations, Chicago. "Bulletin of the A. B. C."
- Austin Bros., Dallas, Tex. "Highways."
- Authors' League of America, Inc., New York. "Bulletin."
- Bache, J. S., & Co., New York. "Bache Review."
- Baers' Canton, O. "Baer Facts."
- Baer, J. T. Chemical Co., Philipsburg, N. J. "Chemist Analyst."
- Baker Importing Co., Minneapolis. "Barrington Hall Whooperup."
- Baker Vawter Co., Benton Harbor, Mich. "Partners."
- Baltimore & Ohio Railroad Employees, Baltimore. "Baltimore & Ohio Employees Magazine."
- Baltimore, Md., Engraving Co., Baltimore. "Pictures With Ideas."
- Baltimore Roofing & Asbestos Mfg. Co., Asbestos, Md. "Rhino."
- Baltimore Steam Packet Co., Baltimore. "Old Bay Line Magazine."
- Bamberger, L., & Co., Newark, N. J. "Counter Currents."
- Bank of Steger, Steger, Ill. "Steger Progress."
- Bankers' Publishing Co., New York. "Book Talks."
- Barcalo Manufacturing Co., Buffalo, N. Y. "Getting Together."
- Barnes-Crosby Co., Chicago. "Spark."
- Barnes-Ross Co., Indianapolis. "Ammunition."
- Barrett Co., New York. "Barrett Trail."
- Battle Creek Sanitarium, Battle Creek, Mich. "Battle Creek Idea."
- Bauer Bros. Co., Springfield, Ohio. "Meats from Cotton Seed."
- Bauer & Black, Chicago. "Keeping Up With the Profession."
- Bay State Fishing Co., Boston. "Bay State Fisherman."
- Bay State Ry. Co., Boston. "Triangle Weekly."
- Beckwith Co., Dowagiac, Mich. "Ly-sander Letters."
- Bee Pub. Co., Omaha, Neb. "Trade Builder."
- Bell Telephone Co. of Penna., Philadelphia. "Telephone News."
- Berlin Hardware Co., Berlin, Ia. "Berlin Messenger."
- Berkey & Gay Furniture Co., Grand Rapids, Mich. "Shop Mark."
- Berlin Machinery Works, Beloit, Wis. "Berlin Quality."
- Bethlehem Ship Building Co., Quincy, Mass. "Fore River Log."
- Best & Co., New York. "Best Way."
- Bickmore & Co., A. H., New York. "Bond Topics."
- Bigelow-Hartford Carpet Co., New York. "Bigelow Magazine."
- Billings Chapin Co., Cleveland. "Bilchaco."
- Billings Printing Co., Inc., Paducah, Ky. "Suggestions."
- Bissell, F. Co., Toledo, Ohio. "F. B. Co. Talk."
- Black, H., Co., Cleveland. "Wooltex News."
- Block & Kuhl Co., Peoria, Ill. "Store News."
- Blodgett Co., Harvey, St. Paul, Minn. "Book for Bankers."
- Bloedel Donovan Lumber Mills, Seattle, Wash. "Grain of Sense."
- Blood & Co., T. L., St. Paul, Minn. "Blood's Booster."
- Blumauer-Frank Drug Co., Portland, Ore. "Show Globe."
- Board of Commerce. House organs published under various names by Boards at Detroit; New Bedford, Mass.; Corry, Pa.; Lockport, N. Y.; Jamestown, N. Y., and Toronto. See also "Association of Commerce," "Board of Trade," "Chamber of Commerce," and "Commercial Club."
- Board of Trade. House organs published under various names by Boards at Asheville, N. C.; Brunswick, Ga.; Camden, N. J.; Everett, Mass.; Franklin, Pa.; Hoboken, N. J.; Louisville, Ky.; Passaic, N. J.; Philadelphia; Saginaw, Mich.; Scranton, Pa., and Washington, Pa. See also "Association of Commerce," "Board of Commerce," "Chamber of Commerce" and "Commercial Club."

- Bond Co., Harold L., Boston, Mass. "Bond's Construction-Equipment."  
 Bond Steel Post Co., Adrian, Mich. "Big Wire Advocate."  
 Boorum & Pease Co., New York. "Standard."  
 Boosters Club, Inc., Chicago. "Booster."  
 Born Steel Range Co., Cleveland. "Born Ranger."  
 Boston Last Co., Boston. "Electric Bulletin."  
 Boston Optical Co., Boston. "Optic."  
 Botsford, Constantine & Tyler, Portland, Ore. "Makin' Her Hop."  
 Bowersock Mills & Power Co., Lawrence, Kan. "Zephyr Ways."  
 Brentano's, New York. "Brentano's Book Chat."  
 Brill Co., J. G., Philadelphia. "Brill Magazine."  
 Briscoe & Co., Daniel, Knoxville, Tenn. "Briscoe News."  
 Britger, S. C., Chicago. "Feeder & Shipper."  
 Broderick & Bascom Rope Co., St. Louis. "Yellow Strand."  
 Brooklyn Master Bakers Purchasing Association, Brooklyn. "Bulletin of the B. M. B. P. Ass'n."  
 Brooks, Thos. B., New York. "Impressions."  
 Brown-Howland Co., Boston. "Minute-man."  
 Brown Printing Co., Montgomery, Ala. "Brown's Impressions."  
 Browning, King & Co., New York. "Browning's Magazine."  
 Brownstein-Louis Co., Los Angeles. "Furnishing Facts."  
 Buckley Bros., Louisville, Ky. "Kernel."  
 Buckley, Dement & Co., Chicago. "Ideas."  
 Buffalo Gasoline Motor Co., Buffalo, N. Y. "Herd."  
 Buffalo, Rochester, Pittsburgh R. R., Buffalo, N. Y. "Employees' Magazine."  
 Buick Motor Co., Flint, Mich. "Buick Bulletin."  
 Building Products Co., Toledo, Ohio. "News."  
 Bunte Bros., Chicago. "Booster."  
 Burnett Printing Co., Rochester, N. Y. "Burnett Print."  
 Burt, E. W., & Co., Grippertown, Mass. "Grippertown News."  
 Burroughs Adding Machine Co., Detroit. "Burroughs Magazine."  
 Burson Knitting Co., Rockford, Ill. "Burson Knitter."  
 Bush & Bull Co., Williamsport, Pa. "Store Lore."  
 Bush Terminal Co., New York. "Bush Magazine."  
 Business Training Corporation, New York. "Training Table."  
 Butler Bros., Chicago. "Butler Way."  
 Butterick Publishing Co., New York. "Butterick News."  
 Butts & Ordway Co., Boston. "Trade Talk."  
 B. V. D. Co., New York. "B. V. Dealer."  
 Buck, M. P. & D. A., Co., Savannah, Ga. "Buck's Broadside."  
 California Associated Raisin Co., Fresno, Cal. "Sun Maid Herald."  
 California Fruit Growers' Exchange, Los Angeles. "California Citograph."  
 California Packing Corp., San Francisco. "Del Monte Activities."  
 Calumet Baking Powder Co., Chicago. "Sales Sense."  
 Calvert Lithographing Co., Detroit. "Model Shop News."  
 Campbell, Joseph, Co., Camden, N. J. "Optimist."  
 Canadian Co. Retailers' Ass'n., El Reno, Okla. "Bulletin."  
 Cantwell Printing Co., Madison, Wis. "Impressions."  
 Capital Casualty Co., Indianapolis. "Chronicles."  
 Capper Pub. Co., Topeka, Kan. "Capper Bulletin."  
 Carey Salt Co., Hutchinson, Kan. "Salt & Pep."  
 Carnation Milk Products Co., Chicago and Seattle. "Carnation News."  
 Carroll, L. L., Co., New York. "Carrolines."  
 Carter & Son, E. C., New York. "Curtainology."  
 Carter, Rice & Co., Boston. "Bargain List."  
 Carter White Lead Co., Chicago. "Carter Times."  
 Casella Color Co., New York. "Dye-stuffs."  
 Cawthra & Co., T. A., New York. "Decorative Furnisher."  
 Central Electric Co., Chicago. "Electron."  
 Central Mercantile Assn., New York. "Bulletin."  
 Central Ohio Paper Co., Columbus, O. "Copco Facts."  
 Century Co., New York. "Centurion."  
 Chain Belt Co., Milwaukee. "Rex Record."  
 Chamber of Commerce. House organs published under various names by Chambers at Akron, O.; Altoona, Pa.; Atlantic City, N. J.; Bayonne, N. J.; Beaumont, Tex.; Beaver Falls, Pa.; Binghamton, N. Y.; Birmingham, Ala.; Butler, Pa.; Cincinnati; Colorado Springs; Coatesville, Pa.; Columbia, S. C.; Columbus, O.; Danville, Ill.; Des Moines; Du Bois, Pa.; Elyria, O.; Fall River, Mass.; Freeport, Ill.; Hannibal, Mo.; Harrisburg, Pa.; Haverhill, Mass.; Hazleton, Pa.; Indianapolis, Ind.; Jacksonville, Fla.; Jersey City, N. J.; Johnstown, Pa.; Kalamazoo, Mich.; Kansas City, Mo.; Los Angeles, Cal.; Lynn, Mass.; Lynchburg, Va.; Miami, Fla.; Montgomery, Ala.; New Haven, Conn.; Newark, O.; Norwich, N. Y.; Oakland, Cal.; Oil City, Pa.; Oklahoma City, Okla.; Omaha, Neb.; Oneida, N. Y.; Philadelphia, Pa.; Pine Bluff, Ark.; Poughkeepsie, N. Y.; Portland, Me.; Raleigh, N. C.; Reading, Pa.; Richmond, Va.; Rochester, N. Y.; Rock Hill, S. C.; Rome, N. Y.; Sacramento, Cal.; San Antonio, Tex.; San Diego, Cal.; San Francisco; Seattle, Wash.; Selma, Ala.; South Bend, Ind.; Springfield, Mass.; Steubenville, O.; Syracuse, N. Y.; Trenton, N. J.; Troy, N. Y.; Warren, Pa.; Washington, D. C.; Washington, N. C.; Waterbury, Conn.; Waukegan, Ill.; Webster, Mass.; Wichita Falls, Tex.; Wilkes-Barre, Pa.; Worcester, Mass., and Youngstown, O. See also "Association of Commerce," "Board of Commerce," "Board of Trade," and "Commercial Club."

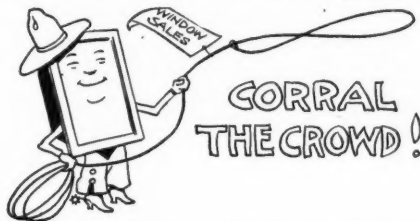
- Champion Coated Paper Co., Hamilton, Ohio. "Champion Spirit."
- Charles William Stores, New York. "Mirror."
- Chemists Club, New York. "Percolator."
- Cherry, J. G., Co., Cedar Rapids, Ia. "Cherry Circle."
- Chesapeake & Potomac Telephone Co., Baltimore, Md. "Transmitter."
- Chevrolet Motor Co., New York. "Chevrolet Review."
- Chicago & Northwestern Ry., Chicago. "Passenger Dept. Bulletin."
- Chicago Paper Co., Chicago. "Acorn."
- Chicago Pneumatic Tool Co., Chicago. "Ideal Power."
- Chicago Produce Co., Chicago. "Chicago Dairy Produce."
- Chicago Telephone Co., Chicago. "Bell Telephone News."
- Chicago Tribune, Chicago. "Co-operator."
- Childs Co., New York. "Childs Magazine."
- Chinese American Products Exchange Co., Washington, D. C. "Capec."
- Chiropractor Pub. Co., Davenport, Ia. "Chiropractor."
- Cincinnati & Suburban Bell Telephone Co., Cincinnati. "Cincinnati Telephone Bulletin."
- City Club of Philadelphia, Philadelphia. "City Club News."
- Civic Club of Philadelphia, Philadelphia. "Civic Club Bulletin."
- Clay, Robinson & Co., Chicago. "Live Stock Report."
- Clement Co., J. W., Buffalo, N. Y. "Impressions."
- Cleveland-Akron Bag Co., Cleveland. "Bagology."
- Cleveland Builders' Supply Co., Cleveland. "Material Facts."
- Cleveland Crane & Engineering Co., Wickliffe, Ohio. "Craneing."
- Cleveland Leather Goods Co., Cleveland. "Portfolio."
- Cleveland Provision Co., Cleveland. "Wiltshire Way."
- Cleveland Twist Drill Co., Cleveland. "Drill Chips."
- Clinton Wire Cloth Co., Boston, Mass. "Steel Fabrics."
- Clipper Belt Lace Co., Grand Rapids, Mich. "Clipper Clippings."
- Closset & Devers, Portland, Ore. "Roaster."
- Clyde Iron Works, Duluth, Minn. "Clyde Log."
- Cole Motor Car Co., Indianapolis. "Cole Bulletin."
- Colfax Store Co., Colfax, Wis. "Colfax Store Review."
- Colorado Fuel & Iron Co., Denver, Col. "C. F. & I. Industrial Bulletin."
- Columbia Graphophone Co., New York. "Columbia Record." "Dictaphone Mouthpiece." "Peptimist."
- Columbian Roce Co., Auburn, N. Y. "Columbian Crew." "Columbian Hackle Pin."
- Commerce Club, Toledo, Ohio. "News."
- Commercial Association, Galveston, Tex. "Treasure Island Log."
- Commercial Assn., Wheeling, W. Va. "Communicator."
- Commercial Bulletin Co., St. Paul. "Hardware Trade."
- Commercial Club. House-Organs published under various names by Clubs at Duluth, Minn.; Fargo, N. D.; Grand Forks, N. D.; Great Falls, Mont.; Ottumwa, Ia.; Redfield, S. D.; Sioux City, Ia.; Wabash, Ind.; Walla Walla, Wash., and Wheeling, W. Va. See also "Association of Commerce." "Board of Commerce." "Board of Trade" and "Chamber of Commerce."
- Conner Fendler & Co., New York. "Typographic Messenger."
- Consolidated Gas, Electric Lt. & Power Co., Baltimore. "Gas & Electric News."
- Consumers' Gas Co., Toronto, Ont. "Gas News."
- Co-operative League of America, New York. "Co-operative Consumer."
- Corby Co., Washington, D. C. "Corby Magazine."
- Corby Commission Co., New York. "Grocery Talks."
- Corlies, Macy & Co., New York. "Common Sense."
- Corn Exchange National Bank, Philadelphia. "Corn Exchange."
- Cornell University Club, New York. "Cornell Yell."
- Corona Typewriter Co., Groton, N. Y. "Corona Bulletin."
- Cosmopolitan Magazine, New York. "Cosmopolitan's Motor Review."
- Cottrell, C. B., & Sons Co., New York. "Cottrell's Magazine."
- Council of Grain Exchange, Chicago. "County Agent."
- Courier Journal Job Printing Co., Louisville, Ky. "Shop Talk."
- Crane, Wm., Co., New York. "Vulcan Bulletin."
- Crane & Breed Mfg. Co., Cincinnati. "Quality Talks."
- Crane Co., Chicago. "Valve World."
- Creamery Package Co., Chicago. "C. P. News."
- Credit World, St. Louis. "Credit World."
- Crew Levick Co., Philadelphia. "Diamond."
- Crocker, Samuel A., Co., Cincinnati. "Dental Register."
- Croft & Knapp Co., New York. "Hattman."
- Curlee Clothing Co., St. Louis. "Curlee Co-operator."
- Curtis Companies, Clinton, Ia. "Curtis Service."
- Curtis Pub. Co., Philadelphia. "Our Boys." "District Agent."
- Curtis Press, Detroit. "After Five O'clock."
- Curtiss Aeroplane & Motor Corp., Buffalo, N. Y. "Curtiss Flyleaf." "Curtiss Fusilage."
- Cutler-Hammer Mfg. Co., Milwaukee. "Messenger."

(To be continued)

## Polacheck Becomes Publisher of New York "American"

Victor H. Polacheck, who for several years has been a member of the Hearst executive staff, has been appointed publisher of the New York *American*, succeeding Bradford Merrill, who will hereafter be able to devote more of his time to the duties of general manager of the Hearst publications.

## Follow the Crowd with the Sig-No-Graph



The Sig-No-Graph can be made to "follow the crowd," creating interest in displays of merchandise where the greatest number of people are to be found. In store windows, for interior displays or at conventions it is always effective, for curiosity in its novel and pleasing light effects never fails to pull attention. The Sig-No-Graph is a strong ally to distribution.

Write for our booklet—"Winning Sales With the Sig-No-Graph."

# THE SIG-NO-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

This is No. 9 of a series of 9 advertisements

Ask for a portfolio containing the complete series



## Do You Qualify?

The policy of WOMAN'S WEEKLY is one of service to its readers and its advertisers and the giving of full value for money paid.

We shall reject all advertising which in our opinion would impose upon the confidence of our readers.

Every advertiser must have a product worthy of the consideration of our readers—a product which can be truthfully displayed and sold on its merits.

No up-to-date product which can meet these requirements should fail to appear in the advertising columns of WOMAN'S WEEKLY at once—and stay there.

# Woman's Weekly

A Magazine of Service to Womanhood

10 cents a copy

\$3.00 a year

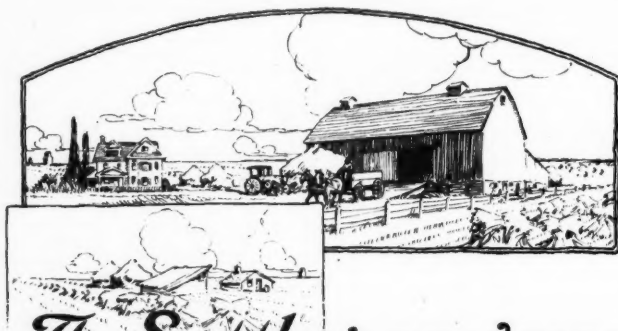
Published by

THE MAGAZINE CIRCULATION CO., INC.

333 S. Dearborn St., Chicago

Est. 1900—Inc. 1908

303 Fifth Ave., New York



## *The Settler's progress*

Doubtless you have read of the treasures the Spaniards found and freighted home from El Dorado and the islands of the West. Your imagination as a trader has been stirred by the exploits of the doughty adventurers of Elizabeth's day and the rich profits they made by trading into the ports of India, Persia and the Southern Seas.

There's a greater, richer land awaiting you to-day. It isn't across the Seven Seas. It's reached by the siding that runs past your factory door. *It's Western Canada.*

## The Farm Paper of

- CANADIAN THRESHERMAN & FARMER (Monthly) Winnipeg  
(Member A. B. C.)
- GRAIN GROWERS' GUIDE (Weekly) - - - Winnipeg  
(Member A. B. C.)
- FARMERS' ADVOCATE (Weekly) - - - Winnipeg  
(Member A. B. C.)
- NOR'WEST FARMER (Semi-Monthly) - - - Winnipeg  
(Member A. B. C.)



A Man possessing the will to work, and industry, can establish in Western Canada a modest, comfortable home, secure his land and "outfit" with small outlay of money. In one year (as a rule) he has commodities to sell which the world is clamouring to buy.



The Settler's progress, from the time of harvesting his first crop, is one of the most interesting developments you can contemplate. His original "shack" is discarded. His crude furniture and furnishings are replaced by goods of better grade and higher price. His original barn is razed or turned over to the chickens, and in its place appears a huge red-painted one equipped with labor-saving devices and modern ideas.

Then from year to year he acquires gasoline engines, threshing outfits, gang plows, manure spreaders, tractors, cream separators and automobiles. He insures his life and his crops. His house is connected with his neighbor's by 'phone and contains sewing machines, phonographs, typewriters and books.

He buys Victory Bonds and other gilt-edge securities.

On a per capita basis, he is one of the largest consumers of goods in the world.

*The Farm Journals of Western Canada, edited by practical men, authorities on the subject of agriculture, enthusiastic for the individual and national betterment of the West, are closely and constantly read by the great majority of the Western Farmers. They get their knowledge of what you are selling from the advertisements they contain. The best interests of your business demand that your goods be brought to the attention of these men.*

## ber of Western Canada

*Your Advertising Agency will give you details of rates, circulations, etc., of these papers. Or any information you desire as to the market in Western Canada for your goods will gladly be sent upon application to any or all of the Farm Papers listed on the opposite page.*



## Dignity, Force and Ease of Understanding

characterizes the advertising of the National Biscuit Company, famous bakers of Uneeda Biscuit. For twenty years this Company has been a leader in great constructive nation-wide publicity, blazing the trail that myriads have followed.

The Company<sup>\*</sup> has made extensive use of lithographing from the beginning, picturing packages and products in their natural colors so that prospective buyers might recognize them quickly and surely in the stores.

Edwards & Deutsch Lithographing Company are justly proud of the fact that for many years they have been called upon to produce this color work. Just as there is more to the making of Uneeda Biscuit than the mixing of dough so has there been more than putting colored inks to paper in N. B. C. lithography. We have produced millions upon millions of posters, car cards, window trims, hangers and magazine inserts, and billions of package inserts, and all with out-of-the-ordinary excellence because we have the experience and the best men, materials and machines procurable.

What we are doing for the National Biscuit Company we can do for you—and should like the opportunity. Our work speaks for itself better than we could ever speak for it. We lithograph anything lithographable.

*Write, telephone or telegraph us today.*

**Edwards & Deutsch Lithographing Co.**

2320-2332 South Wabash Avenue

CHICAGO

# Autocar Advertising Sells the "Truck Idea" to the Country

Seeks to Prove Need of More Trucks and Better Roads by Giving the Public Hard Facts

WHEN the war broke, with its attendant strain on the already overburdened transportation facilities of the country, it quickly became apparent that no manufacturer of a standardized and dependable motor truck was going to have any difficulty in selling all the machines he could turn out, either to the Government or for general commercial purposes.

That did not mean, however, to the Autocar Company, of Ardmore, Pa., that there was any reason for curtailing or abandoning its advertising plans. On the contrary, it believed that the advent of war opened an opportunity for an advertising campaign of the most interesting sort, which would not only add to its individual prestige, but help to establish firmly in the eyes of the nation the great usefulness of the auto truck in war time as a substitute for short-haul business on the overburdened railways. As an important corollary, it believed that campaigning on behalf of the good roads movement would justify itself—a belief which seems to be more than borne out by subsequent developments. (One State has recently proposed to levy a tax of \$600 on all trucks to "get back at them for tearing up the roads.") The advertising campaign by which the Autocar Company has sought to carry through its purposes is sufficiently unusual in character to be well worth the attention of readers of *PRINTERS' INK*.

The first advertisement in the series was a reproduction of President Wilson's first and famous call to the nation on April 16, 1917, the republication of which by the Autocar Company has already been noted in *PRINTERS' INK*'s pages. This has been followed by consistent endeavors to make the public realize the pos-

sibilities of motor trucks, not only as a win-the-war agency, but also for the development of after-war business.

It is not on record that the company sought to distinguish its advertising by a contrast with methods of other automobile manufacturers in the preparation of its copy for this campaign. Nevertheless, it did strike a distinctive note in the thoroughness with which it dug deep down into the general transportation situation of the country, and crammed its copy full of facts and data bearing on the need for motor trucks and good roads rather than with mere assertions of these needs.

## FEATURES THAT DIFFERENTIATED THE COPY

Where such information as it wanted was not available from any of the usual sources, the company conducted its own investigations to obtain it.

From these investigations the situation is outlined as follows:

That the railroads are overburdened by far needs no argument. That they need relief from the demand of shippers needs no argument. All indications, however, are that the railroads, relieved of a large measure of their short-haul burdens, will not, at the end of the war, ever do anything like the proportion of their business in short hauls that they did before. In a word, the automobile truck has come to stay for hauls of everything but the most bulky freight, in hauls up to 100 miles, with a probable future extension of this radius. The business development of this country, stimulated by the war, will not lag in the future. The vast plants which have been put up for war work will continue to operate for peace purposes, and the railroads will have so much to handle in

the way of long hauls that it will not be profitable for them, in view of terminal limitations, to handle anything like the percentage of short-haul freight that they did before the war.

#### TERMINALS A LIMIT ON RAILROADS

Terminal space limits and ground values constitute one of the biggest problems of railroad expansion, and the Autocar Company is not closing its eyes to the future possibility of additional great freight terminals being built well outside the big cities and the frank "dumping" on motor transportation of the final stage of the haul.

Then, too, there is the problem of the loading and unloading costs, which are just as great in the haul of a hundred miles as they are in the haul of a thousand miles. Clearly the bigger profit to the roads lies in the long rather than the short hauls. In addition, there is presented the fact that on the average a freight car stands motionless or is being shifted in the yards twenty-two hours for every two hours that it is actually traveling. Still another factor to be considered is the reduction of eight handlings of freight to two on short hauls where the motor truck is used. By rail the goods must be loaded at the factory, unloaded at the station, shifted and sorted and loaded on the cars, with the reverse process at the other end of the line.

There is a comparison of figures which shows that sufficient trucks can be built to balance the ton mile carrying capacity of 50,000 freight cars and 1,250 locomotives, and 1,100,000 tons of steel will be saved, or more than 75 per cent.

A feature of the copy is that it is devoted entirely to whatever phase of the general subject is under discussion, with no exploitation of the company's own product. There are presented conclusions, and the facts leading up to them, and the advertisement is signed in modest type. That is all. Illustration has been most

sparingly used. Most of the advertisements have relied solely on the importance of their subject, in suitable type display, for attention.

One straightaway discussion had the headline, "Keep the Roads Open; Do Not Let Snow Block the Government," and only side headings were needed to call attention to the subject matter of the message:

We declared war against Germany absolutely confident that the man and material power of the United States would hasten victory for Democracy—nothing must interfere—nothing will.

The President, in his far-sighted proclamation of April 16, 1917, stated plainly the duty of producers and handlers of necessities.

Our captains of industry realized at once that our President expected them to increase production—then more production and more production—and to keep on increasing production for the requirements of our Government and our people.

As production is increasing and our army is being created, former transportation facilities are being overburdened.

Enormous tonnage of both men and materials is being carried over our highways, for short and long distances, by motor trucks. The use of trucks is increasing daily.

The necessary highways must be kept open for continuous automobile traffic every hour of every day throughout the winter—there must be no delay in breaking any snow blockades.

Our American army of four million automobile trucks and passenger cars can be of tremendous assistance to the various State and local highway authorities in keeping the roads open for traffic.

Chambers of Commerce, Boards of Trade, Public Safety Committees, enlist your members to assist in hauling snow ploughs, shoveling out drifts, constructing windbreaks—above all, *keep the wheels moving*; a well traveled road is hard to block.

We repeat: Necessary highways are those leading to communities that are now being relieved by motor truck transportation. *These highways must be kept open.*

*It is not fair to burden the railroads where it is possible to use motor trucks.*

This message was simply signed by the company, and is typical of the character of the copy, though perhaps it contains more of generalities and less of detailed facts and information than some others. It should be noted that a definite helpful suggestion is made, that chambers of commerce and similar associations should take action.

Again there is an appeal to "of-

## Good-will-building advertising

Because of their superior attractiveness, individuality and utility, our quality calendars get "preferred position" on customer's and prospective customer's office walls.

**Stone's** POSTER 12-SHEET **Calendars**  
are genuine good-will builders for advertisers

Twelve styles printed in any one or two desired colors.  
Copy and art ideas supplied if you wish, at moderate cost.

Write for our booklet "P" and sample sheets of calendars made for others in any line of business.

**The Stone Printing & Mfg. Co.**  
Roanoke Virginia

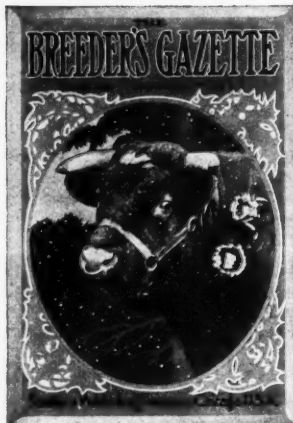


## ROYAL

### COLOR ELECTROTYPES

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

**ROYAL ELECTROTYPE COMPANY**  
**PHILADELPHIA**



THE  
**Breeder's Gazette**  
**Holiday Number**  
**FOR 1918**

will be issued under date of  
 December 19.

Arrangements for space  
 should be made at an early  
 date as pages in that number  
 available for advertising an-  
 nouncements will probably  
 be limited.

The rate per line in this  
 beautiful number will be the  
 same as for ordinary issues.

Distribution more than  
 90,000 copies.

The Gazette Holiday Num-  
 bers have for more than two  
 decades ranked as the out-  
 standing farm journal produc-  
 tions year after year.

SANDERS PUBLISHING COMPANY,  
 542 So. Dearborn St., Chicago, Ill.

ficers, executives and managers" to devote their personal attention to seeing that their delivery systems are adequately equipped and efficiently supervised.

It was the comparison of steel consumption in freight-car and motor-truck construction which excited probably the most comment of any advertisement in the series. The company first stated the following:

To build 50,000 steel freight cars and 1,250 locomotives takes approximately 1,437,000 tons of steel.

It takes only 300,000 tons of steel to build 200,000 motor trucks with equal ton-mile freight-carrying capacity. This is a saving of over 1,100,000 tons of steel.

By using the highways, in addition to relieving the railways of a portion of their freight, tremendous terminal expenses and congestion are saved, as well as the cost of transferring to and from terminals. Motor trucks, over the highways, carry merchandise direct from the shipper to consignee.

Greater use of our highways is imperative.

This advertisement, which appeared in the leading magazines and newspapers throughout the country, was followed shortly by another one, which reproduced it, with the additional comment:

—And here is the data.

Since publishing the above advertisement we have been flooded with inquiries as to the data on which our figures are based.

\* The steel for freight cars is figured at twenty-five tons per car—for locomotives, with tender, 150 tons.

The steel for motor trucks is figured, according to Autocor practice, 1½ tons per two-ton truck.

The freight car ton-mileage is figured on 40 tons average load and twenty miles per day (official railroad figures and admittedly high).

The motor truck ton-mileage is figured on a two-ton load and 100 miles a day—easily managed in intercity work.

On this basis four two-ton trucks will do the work of one freight car. And more—for they carry their freight with one handling, direct from shipper to consignee. They save steel by the million tons.

Again we say: Greater use of the highways is imperative.

The company feels that its campaign to sell the public on the value of motor transportation and the use of the highways has been no inconsiderable factor in the development of public opinion which has resulted in the fact that the "manufacture of motor trucks.

to be used in the transportation of direct or indirect war work or to be used in work of national civilian importance, has been declared an essential."

One of the company's latest announcements calls attention to this result, and proceeds to state the limitations of manufacture and sale as follows:

While motor trucks are of great importance in relieving transportation problems, their manufacture cannot be out of proportion to other transportation necessities, such as railroads and steamships. A grave responsibility has been placed not only on the manufacturer of motor trucks, but upon the present owners of such vehicles. We must all do our part to the limit of our ability. The situation is this:

*First*, motor trucks are to be sold only for necessary work, either directly for war work, or to facilitate the transportation of such essentials as food, fuel, etc., or for important construction work.

*Second*, motor truck owners must see to it that their trucks are operated so as to require the minimum of spare parts and repair work.

*Third*, no truck must be discarded if it can be rebuilt so as to operate efficiently.

*Fourth*, every truck in use must be routed to carry as many tons a day as is economically possible. Empty runs must be cut to a minimum.

The Autocar Company's sales records show that in the first six months of this year something over 90 per cent of its sales were to unquestionably essential businesses. Its problem in common with that of other manufacturers of standard trucks has been that of selecting what proportion of the demand it may fill rather than to bid for more business.

This condition has not led the Autocar Company to decrease its advertising investment; in fact, it has been larger this year than last. As a representative of the company tells PRINTERS' INK: "The opportunity to establish the relation between the motor truck and the national purpose and welfare is greater now than it ever has been." And far-sighted recognition of this fact is behind the Autocar advertising plans for the future.

B. F. McCutcheon, formerly of the Chicago *Daily News*, has been made publicity director of the Fourth Liberty Loan campaign of the Seventh Federal Reserve District.

## Alabama and the Warrior River



New \$25,000,000 Steel Plant financed by the U. S. Government is under way, part of the Woodward Iron Company. A vast army of men on night and day shift will be engaged in its construction.

The erection of this vast plant is the direct outcome of the canalizing of the Warrior River. The product of this new plant, which will manufacture chiefly steel parts for ships, will be transported by all-water to sections of the U. S. where most needed, largely to Gulf and South Atlantic shipbuilding plants. Birmingham is coming into her own.

The Warrior River is the largest canalized river in the world—length, 424 miles.

There are seventeen locks. These cost \$15,000,000.

The highest, opposite Birmingham, is 60 feet—the largest in the United States.

The Warrior extends from a point north of Birmingham to Mobile and the Gulf.

It runs through the rich coal and iron fields surrounding Birmingham, fine timber tracts, large cotton and corn areas.

It is under Government ownership and control. Two million five hundred thousand dollars is being spent for the construction of steel barges for the transportation to tide water of coal, timber and raw products, and of heavy manufactured products from the Birmingham district to all parts of the world. These will be transferred to ocean-going ships at Mobile and New Orleans, bringing on return trips the products of other states and nations.

This is just another form of activity going forward in "Birmingham—Southern Workshop of Uncle Sam."

Population of Birmingham, 215,000, and growing.

Birmingham and trade radius, with 750,000 population, are thoroughly covered by THE LEDGER. In Birmingham nearly everybody reads THE LEDGER. THE LEDGER is a six-day evening paper; 3c per copy.

¶More than 22,000 city. ¶More than 33,000 city and suburban. ¶More than 40,000 subscribers. ¶More than 30,000 of whom read no other Birmingham newspaper.

THE BIRMINGHAM LEDGER COMPANY,  
BIRMINGHAM, ALABAMA  
James J. Smith, Publisher.

THE JOHN BUDD COMPANY,  
Advertising Representatives.

Tribune Bldg. Burrell Bldg. Chemical Bldg.  
Chicago New York St. Louis  
Member Audit Bureau of Circulations.

## Men Over Fifty in Britain "Discovered" Long Ago

NEW YORK, Aug. 24, 1918.

*Editor of PRINTERS' INK:*

It is truly delightful, almost delicious, to learn through *PRINTERS' INK*, that men around fifty have at last been discovered as having a place in the selling line, at least during the war. How joyful! The war is now almost certain to be won.

In England until recent years no man under forty was thought qualified to represent any worth while house on the road. Men waited for years and often for funerals to grow up to that responsible job. When a man became about too fat to fill his chair in the office he was promoted to outside work and became a Knight of the Golden Grip, the only higher honor being a partnership in the firm.

I remember some years ago a canny Scotsman on his way to Australia stopped off at Boston and sold about two shiploads of Scotch linoleum to retail dealers in a couple of weeks. He lined them all up, one by one, great and small. This man was at the time 64 years of age and the way he talked to what he called the apprentice hands (retail floor salesmen) about how linoleum was made in Scotland was a joy to hear and a privilege besides. No young man could possibly have induced these dealers to import linoleum direct at that time.

The salesmanager as we know him here is strictly an American institution, like fabricated ships or Henry Ford. Long before he was invented Big Business carried on quite nicely and men over fifty held the front trenches in salesmanship from Saco, Me., to Sacramento in the new world and in the old world were the advance guards of business all the way from Merthyr-Tydfil to Melbourne and from Birkenhead to Mozambique.

If the war will have taught us that world commerce does not really need a regiment of Boy Scouts and Drill Masters and that Advertising can be made to take the place of a lot of complicated selling machinery which gets scrapped in time of war we will have learned a very valuable lesson indeed.

D. A. REIDY.

## Howell Quits American Lithographic

Will H. Howell, who for the last three years has been western sales manager of the American Lithographic Company, with headquarters at Chicago, has resigned to take effect October 1. His future plans have not been announced.

## Nelson Joins "Collier's" Staff

George H. Nelson, who has for some time been vice-president of the Shuman Advertising Agency of Chicago, has joined the western advertising staff of *Collier's*, New York. His headquarters will be in Chicago.

## Newspapers Took Heed

In July, before the ruling of the Pulp and Paper Section of the War Industries Board regarding paper curtailment took effect, newspaper publishers cut off several thousand tons from the amount of paper usually consumed. This is the report of the Federal Trade Commission and is evidently due to the campaign which the commission has been waging for several months past.

"Total figures," says the report, "show a pronounced decrease in the percentage of returns, free copies, 'overs,' and 'arrears' of publications using newsprint paper. The figures for tonnage also indicate that more rigid economies were practiced especially by the larger publishers using newsprint. The total figures for publications using book paper show little change in these items."

## Lehmann With American Co-Operative Publishing Co.

George A. Lehmann has been appointed advertising manager of the American Co-operative Publishing Company, Chicago, succeeding F. N. Davis, who has been called to the colors.

For the past year Mr. Lehmann has been associated with the Turner Advertising Company of Chicago, and prior to that was with the American Ever Ready Works of Long Island City, New York.

## Buys Marathon Underwear Mills

Francis T. Simmons & Co., Chicago, women's glove importers, have acquired through stock purchase, the controlling interest in the Marathon Underwear Company, also of Chicago, maker of men's athletic underwear. A new line of women's underwear, to be branded "Athleta," will be added. Advertising for the present will be confined to trade papers.

## New Orleans Ad Woman Goes to Boston

Miss Ligon Smith, president of the Women's League of the New Orleans Advertising Club, who has been connected for several years with the display advertising department of the *Times-Picayune* of New Orleans, has joined the display staff of the Boston *Advertiser and American*.

## U. S. Advertises for Harvest Hands to Help Canada

The United States Employment Service is advertising through farm papers for labor to help save the Canadian crops. The headline to this effect is qualified by a sub-caption which says, "when our own harvest requirements are completed."

## How Butler Brothers Make Dealer Helps Selling Factor

*(Continued from page 6)*

whether it would be better to go on in the present location or move on another street and pay more rent.

All these inquiries are carefully and courteously answered. Real help is extended because behind the help there is an actual knowledge of the store and because it is told in a way that the dealer can understand and use.

Butler Brothers frankly admit to their customers that the purpose behind this service work is to increase the firm's business. There is an interesting psychological point here. The retailer may appreciate your service all right and want it. But if he thinks there is a hidden hook or if he thinks there is a possibility of his having to pay a premium for this service he won't have it.

Butler Brothers' policy could be explained about like this:

"Mr. Merchant, when you sell more goods you buy more. If you can get real help in your selling you are, other things being equal, likely to buy from the people who give you the help. We want to sell more goods. We think, therefore, that if we help you to sell more you naturally are going to give us such a share of your business as we are entitled to by virtue of our quality, prices and service. Thus we can well afford to do these things for you without charge. We have in our employ for our own purpose experts in all these various lines that interest you. These men are glad at any time to stop long enough to give you the benefit of what they know. As a customer of ours you are entitled to this service. You are invited to ask for it, therefore, as something that really is yours and not as a favor."

The service work thus becomes an effectual aid to the selling. Butler Brothers, it is of course

understood, sell their goods almost exclusively through a monthly catalogue. This catalogue reiterates that "we help you turn into a profit the goods you buy from us." It is a very strong selling argument inasmuch as the average dealer is in great need along these lines.

### PIONEERS IN SERVICE TO RETAILERS

The development of the service idea on such an extensive basis by Butler Brothers was only the natural outcome of selling goods to merchants by printers' ink. The wholesale selling of merchandise by this method was looked upon with suspicion when Butler Brothers began it back in 1897. The firm had to feel its way along and make good as it went. It introduced many innovations, such as selling of assortments of goods to retail at five cents. Hence along with the merchandise it had to offer ways and means of selling it. This was the genesis of the price ticket, the displaying of goods on tables and counters rather than on shelves and other things.

In those days for a reputable jobber to attempt to sell his goods by means of printed matter was unknown. It was unthought of—almost unthinkable.

About the only concerns using anything approaching a catalogue at that time were jewelry and novelty firms of questionable reputation. A catalogue—no matter who got it out—was looked upon with suspicion.

Butler Brothers' problem, therefore, was one of getting merchants to read something they did not want to read and persuading them to believe in something that all the signs of the times told them they had better keep away from.

The firm was unknown. Yet it had a message to present. If it could have presented this message by word of mouth the problem would have been different. That was the only recognized way to sell goods.

To-day Butler Brothers and other firms that sell by catalogue

## IF YOU WOULD ONLY TALK TO ME

for a few minutes, you might find me just the chap you've been looking for.

For twelve years I have been selling advertising space, writing copy, promoting sales, etc., for magazines, newspapers, advertisers and agencies. Have a nice position at present for a fellow who wants an easy time and don't want to grow. Happily it doesn't suit me. I'm looking for something hard where a big future exists because I'm the kind you can't keep down.

Willing to go anywhere and can sell anything that has merit.

Thirty-five years of age, clean cut, married and draft exempt. Why not have a talk with me? I have splendid references. Moderate salary or drawing account against commissions. Would make a splendid representative for a big magazine.

**"B. W." Box 189 c/o Printers' Ink**

### Agency

At present an executive with national advertiser—a merchandiser—an analyst—proven capacity for planning, laying out, writing and directing advertising—will make a producer for agency with ideals.

### Publisher

Now on buying side—nine years advertising with four national advertisers—ability to increase pulling power of clients' advertising and promote new business for some high grade publication through a co-operative service department.

An institution that can offer an opportunity to earn income of five thousand (salary or commission) should write to

### SERVICE MANAGER

833 Peoples Gas Building Chicago, Ill.

have their audience. But in that day they had to face a hostile atmosphere.

How were they going to influence retailers not to throw their printed matter in the waste basket?

Here is the way it worked out:

They were dealing with the A, B, Cs of a tremendous proposition. As it unfolded itself to them, it was so new and so overwhelmingly interesting that they could enthuse their customers. The greatest idea of the business was new to them. All they had was the idea. They did not know much about it. They had to work it out. They had no definite idea as to what its ultimate conclusion or destination would be. Knowing only the elements, they could tell only the elements. This doubtless helped them put conviction in the telling.

For one thing they insisted at all times in telling the absolute and unqualified truth in all their printed descriptions. If they were advertising a plate or a dish that measured  $7\frac{1}{8}$  inches they did not follow the usual plan and call it an 8-inch plate. They called it  $7\frac{1}{4}$  inches. They always gave the truth the benefit of the fraction or the doubt.

This, of course, is the only possible way in which a catalogue can be made to last. There is little doubt that the average concern selling goods by mail aims to tell the truth. But little inaccuracies and discrepancies will creep in here and there. Perhaps something may be said that is the least bit questionable and may get a bit the better of a customer. These things have to be guarded against zealously and jealously or the catalogue is going to be weakened.

The reason a catalogue has to be so accurate and so carefully thought through is that it has to be right the first time. It can't talk back. If it makes a misstatement it cannot explain it away or minimize it as could the flesh-and-blood salesman. If it quotes a price that is too high the damage is done. Its prices must be right the first time.

Butler Brothers' first "cata-

logue" was a little postcard introducing an assortment of goods to retail at five cents each. From this it has grown up to its present proportions of a 600-page book printed and distributed every thirty days.

The outstanding feature of this catalogue and which, perhaps, has done more than any other one thing to make it so successful, is its policy of naming net guaranteed prices—prices expressed in plain type.

#### STAND BY PRICES IN THE CURRENT CATALOGUE

When once a price is printed in Butler's catalogue it is guaranteed for the life of that book, regardless of how high up the market may jump in the meantime. No price is subject to any discount other than the usual discount for cash.

This is calculated to add stability to the merchant's buying through enabling him to know exactly what he is going to have to pay for a thing for a certain

length of time. There often is a price by the dozen and a lower price by the gross. The dealer knows that no lower price will be given his competitor who may be able to purchase a larger quantity of goods.

The same system of plain price prevails on the concern's sample floors. Not a code mark is to be seen. The lowest net guaranteed price is apparent to anybody who can read a price ticket.

Frequently old customers of the house may be seen wandering around on the sample floors with an order pad selling goods to themselves. They can see the goods and know what they want. The price ticket tells them the price. What more could a salesman do?

The development of this catalogue was difficult because there were no precedents on which to build it. Its development had to be guided by what the firm learned as it went along.

The mechanical difficulties in the way were stupendous. Printers had to be taught the "catalogue

**The war emphasizes the  
character of a newspaper.**

**It has shown**

# THE PHILADELPHIA RECORD

**to be**

***Always Reliable***

## The Atlanta Journal

Atlanta, Ga.

Effective Sept. 1st the subscription price of The Atlanta Journal will be 20 cents a week or \$9.50 a year.

The sale prices will be 5 cents Daily and 7 cents Sunday.

There are no "bargain periods" and no reduced R. F. D. or other rates.

Advertising rates are NOT raised.

Advertising in The Journal sells the goods

## *Selling* **IDEAS**

*Created &  
Illustrated  
By*

## **S&W** **ART SERVICE**

Stoltz-Palenske-Williams

Chicago

**"HUMAN INTEREST"**  
**ADVERTISING**  
**ILLUSTRATIONS**

The Sehl Advertising Agency, Chicago, use our Service. Ask them about the "Picture Salesmanship" in the Marinello National Advertising Campaign now running.

game." Printing establishments did not have type enough of the kind necessary to set up a catalogue. New problems of illustration had to be met. The idea of photographing or drawing actual articles of merchandise and thus reproducing them on a printed page was something that had not been learned.

This matter of illustration also is a tremendously important point in selling goods by mail—something that a great many fairly up-to-date manufacturers overlook.

If a merchant cannot see the actual article he is buying, he wants a picture that gives him an accurate idea of what the article looks like. Butler's so fully recognize the truth of this principle that they insist that absolutely every illustration in the catalogue be a 100 per cent correct representation of the article it represents. If it is only a paper of pins or a card of hooks and eyes the illustration must not be general, but must be an actual photograph or drawing of the merchandise.

### WHAT PAYS BEST IN THE CATALOGUE?

It pays to spend money on good illustrations and good printing. Butler Brothers have tried both ways. They have reduced to almost scientific accuracy the relative value of various kinds of catalogue appeals.

If a buyer can persuade the catalogue department to give him a page advertising a certain line of goods in process color work the goods go out in a hurry. Color work pulls every time.

The next best is advertising the goods with larger cuts on colored stock.

Then come the regular catalogue pages on white stock.

The big trouble behind selling from a catalogue, no matter how good the catalogue may be, is the fact that the average merchant is not a reader. The catalogue cannot tell stories. It has not a breezy personality. It can talk only by means of the printed word.

For this reason every effort

must be made to sell the merchant on the catalogue—to get him to read it.

In all Butler Brothers' service matter the value of the catalogue is brought up in a host of ways. A great variety of excuses are made for mentioning "Our Drummer," as the book is called. It is backed up by an elaborate system of form letters. The firm's business-paper advertising is devoted not to specific merchandise, as might naturally be expected, but to eulogizing the catalogue and announcing its appearance. Advertise an assortment of merchandise in a trade journal and you sell that assortment. Advertise the catalogue in a way that will influence merchants to send for it and cause those merchants who already have it to read it, and you are going to sell many assortments.

The whole business of selling by mail, as worked out by this firm, is merely putting into practical effect a symmetrical advertising structure. The catalogue represents the main advertising appeal. The service work is an effectual second. The form letters, the business-journal advertising, the salesmen, the net prices, the way the goods are shipped, the privilege of buying many lines in one bill—all these and other things have their advertising value. Drop out the weakest in the list and the chain loses strength by just that much.

There is, of course, a limit of a firm's ability to sell goods by mail, no matter how complete the advertising appeal may be. But that is another story again.

### New Teuton Source of Raw Material

According to *Information Belges*, an advertisement in the Berlin *Vossische Zeitung* offers the following:

Paper stuff for dresses and aprons.  
 Paper stuff for business suits.  
 Paper stuff for manufacture of shoes.  
 Paper stuff for upholstery and tapes-tries.  
 Paper stuff for trunks and bags.  
 Paper stuff for bags, pillow cases and mattresses.  
 Splendidly assorted lot for sale.

# MERIDEN Connecticut

is a

# MORNING Paper City

# THE RECORD

has made it so

ONLY A. B. C. Mem-  
ber in Meriden.

ONLY Associated  
Press Newspaper in  
the city.

ONLY 2-cent Paper in  
Meriden.

(As Reported in "Printers' Ink," July 18, 1918)

**W. H. RANKIN says:**

(President, W. H. Rankin Co., Chicago)

"The volume of newspaper advertising will be increased as those who sell advertising and those who use it learn more about its value. The local advertisers—department stores and purely local producers and dealers—know its value and economy."

"The department stores know what newspaper space is worth to them, and that is why you see them using full pages and double pages right along. They know that the impressiveness of a full page compared to small space is just the difference between a public meeting and individual visit."

"It took the war to bring out forcibly to the Government, the business man, the banker and the advertiser the *full value, force and dominance* of the full-page ad in the daily newspaper."

**IN NEW ENGLAND**

the local daily newspapers have all done their bit for the Liberty Loans, W. S. S., Red Cross, Y. M. C. A., K. of C. and all other worthy objects. They have shown the *full value, force and dominance* of *newspaper advertising*. All advertisers who have not yet tried the great selling force of the newspaper are urged to make a trial here in this great manufacturing section, which is so very prosperous.

These fifteen good dailies point the way.

**SALEM, MASS., NEWS**

Daily Circulation 18,949 net paid  
Population 43,697, with suburbs 150,000

**SPRINGFIELD, MASS., UNION**

Daily Circulation 36,623  
Population 100,000, with suburbs 250,000

**TAUNTON, MASS.**

DAILY GAZETTE  
Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000

**PAWTUCKET, R. I., TIMES**

Net Paid Circulation 23,852 A. B. C.  
Serves territory of 130,000

**BRIDGEPORT, CT.**

POST and TELEGRAM  
Daily Circulation 37,604 net A. B. C.  
Population 150,000, with suburbs 220,000

**NEW HAVEN, CT., REGISTER**

Daily Circulation 20,461  
Population 150,000, with suburbs 175,000

**NEW LONDON, CT., DAY (Evening)**

Daily Circulation over 10,700—2c copy  
Population 30,000, with suburbs 60,000

**MERIDEN, CT., JOURNAL**

Daily Circulation 5,120  
Population 37,265, with suburbs 50,000

**WATERBURY, CT., REPUBLICAN**

Daily Circulation 11,083 net paid  
Population 73,144, with suburbs 100,000

**PORTLAND, ME., EXPRESS**

Daily Circulation 23,971  
Population 58,571, with suburbs 75,000

**BURLINGTON, VT., FREE PRESS**

A. B. C. Daily Circulation 10,304 net  
Population 22,000, with suburbs 40,000

**MANCHESTER, N. H.**

UNION and LEADER  
Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

**FITCHBURG, MASS., SENTINEL**

Daily Circulation net paid 6,027  
Population 39,656, with suburbs 150,000

**LYNN, MASS., ITEM**

Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

**LOWELL, MASS., COURIER-CITIZEN**

Daily Circulation 18,145 net  
Population 114,366, with suburbs 150,000

**EACH OF THE NEWSPAPERS here named is a power in its home community.**

## Must Use Less Gasoline, Says Winningham

A CAMPAIGN for the conservation of gasoline is to be undertaken by the Gasoline Section of the Bureau of Oil Conservation of the U. S. Fuel Administration. C. C. Winningham, chief of the Gasoline Section, was formerly advertising manager of the Hudson Motor Car Company, Detroit. He hopes to effect a saving of 7,875,000 gallons of gasoline every day as a result of the campaign.

The plan is to enlist automobile owners and garage proprietors and workers, calling on drivers to use one and one-half gallons less every day than the amount usually consumed. If gasoline users do not heed the appeal, says Mr. Winningham, some other form of regulation will be adopted in order to get the needed fuel for military purposes.

The educational campaign will be similar in nature to that of the Food Administration to save food. Posters are being prepared which will be placed conspicuously in every garage and filling station. They will point out the necessity of gasoline thrift on the part of every user and outline methods of preventing waste.

## V. F. Hayden Joins Chicago Agency

Victor F. Hayden, formerly with the Mumm-Romer Co., Columbus, O., and recently with the Southwestern Advertising Co., Oklahoma City, has joined the copy staff of Henri, Hurst & McDonald, Inc., Chicago.

## Gamble Heads Copy Department

T. S. Gamble, who has been in charge of the Cleveland office of Benson, Campbell & Slaten, Chicago advertising agency, has become head of the copy department in the main office at Chicago.

Homer Sheridan, formerly of the Cattenham Advertising Agency, and lately advertising manager of the Times Square Auto Supply Company, of the same city, is back on the Hearst papers. He is on the city staff of the New York American.

## FIVE SHIP YARDS

Working Night and Day in

## PORTLAND, MAINE

There are five ship building plants in Portland, viz.:

**Cumberland Ship Building Co.**

2 ships launched, 4 ships under construction.

**Portland Ship Ceiling Co.**

3 ships launched, 3 ships under construction.

**Portland Ship Building Co.**

2 ships launched, 3 ships under construction.

**P. H. Doyen Ship Yards**

2 ships launched, 3 ships under construction.

**United States Ship Building Corp.**

3 ships under construction.

In addition there are two immense plants for installation of machinery, etc. One in the city proper; the other in one of our suburbs.

There are at present about 3500 men employed in ship building in Portland. The wages are high and an unusually high-grade class of men are employed. The

## EVENING EXPRESS

tells these shipbuilders what is going on in Portland and it gives them the great events of the world. To the EXPRESS they look for the store offerings and for advertising messages.

The EXPRESS goes into about nine out of every ten newspaper-reading homes in Portland. so it is the greatest sales force in the city.

Largest Maine Circulation!

*Julius Mathews Special Agency*

*Boston—New York—Chicago*

## Cock of the Walk!

### The Post and Telegram

## BRIDGEPORT CONNECTICUT

**CIRCULATION:**—More than TWICE as large as BOTH other Bridgeport dailies Combined!

**ADVERTISING:**—Local advertisers give their biggest copy and foreign advertisers use many times as much space as in all other Bridgeport dailies.

### Connecticut's Largest Circulation!

Its great circulation is due to making good with the people of Bridgeport.

Its great advertising is due to making good for the advertiser—both local and foreign.

*The Julius Mathews Special Agency*

*Boston—New York—Chicago*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard. KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line-net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor  
LYNN G. WRIGHT, Managing Editor  
K. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven  
Frank L. Blanchard John Allen Murphy

Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, AUGUST 29, 1918

## Official Faith and Official Works

In these days precedents are being broken so fast that we hardly take the trouble to notice an innovation which, in ante-bellum days, would have been "front-page, banner-head stuff," as the newspaper men say. And yet, even in these days, a recent action of the British Ministry of Munitions is remarkable and progressive enough to deserve comment. The Ministry has had in force for some time a "labor embargo" which prohibits munitions factories from employing more men than their output of war materials warrants. This embargo having been misunderstood in many quarters, and labor being consequently hostile, the

Ministry bought advertising space in the London daily papers and proceeded to *advertise its attitude*, explaining the true facts of the case (in question and answer form) and justifying its position. For a staid and respectable department of the British Government to take such an action certainly offers an amazing example of how far the war has gone toward breaking down old prejudices; and advertising men are entitled to congratulate themselves on the changed attitude toward their profession, and toward the usefulness of advertising itself, which has swept over Great Britain. As Lieutenant Val Fisher, of the Royal Navy Flying Corps, and publisher of *Advertising World*, London, pointed out in a recent interview in PRINTERS' INK, the British Ministry of Reconstruction is another Government department which is thoroughly "sold" on advertising—so much so that it is actually lending a hand in organizing co-operative advertising campaigns among private manufacturers to develop export trade for Great Britain in America after the war.

Is our own Government showing an equally progressive and intelligent recognition of the power and varied usefulness of advertising? Insofar as extensive advertising campaigns with donated space are any testimony, it certainly is. The quantity of official advertising done during the past year is simply stupendous. If, however, the acid test is to be found in official willingness to spend official money for space, we must admit from the evidence in hand that our own officials have not yet achieved the same degree of intimacy with and belief in advertising which is demonstrated in Great Britain. Our Marine Corps recruiting campaign was financed with real money; A. Mitchell Palmer, the Alien Property Custodian, is using good-sized space in New York newspapers to advertise enemy goods which he has for sale. However, space has been offered so willingly

and in such quantities that the test of "money paid" is not a fair one. Less intelligent men than those in Washington might well pause before they bought space which they could have for the asking! Therefore, we must bide our time before deciding that London is more intelligently awake to the force of advertising than is Washington—or *vice versa*; and in the meantime, we may comfort ourselves with the reflection that the progress of advertising on either side of the ocean is bound to be reflected sooner or later, even though faintly, in similar progress on the other side.

### Letting Uncle Sam Do It

The social and spiritual changes which have taken place in the United States in the past few months are amazing. From relying on the initiative of the individual, we have rapidly developed the habit of letting the Government take the lead in many matters which would formerly have been regarded as somebody's personal and private affair. And sometimes it seems as though we may be going too far in that direction.

Take, for instance, the plight of the makers of cottage cheese. As nearly everyone knows, cottage cheese is nutritious and a valuable war-time substitute for scarcer foods; it abounds in protein and is less expensive by far than meats. But, unfortunately, the people of the United States have never learned to use cottage cheese extensively. They regard it, so the dairy experts report, as a sort of delicacy to be added to a meal for flavor's sake, and eaten in small quantities.

In this situation the dairy interests have asked wistfully, Why doesn't the Government start a propaganda on behalf of cottage cheese? Why doesn't Uncle Sam advertise its merits to all the people so that they will rise en masse and, shouting their battle cry of "More C. C.," will descend upon the creameries, demanding

it? If this is done for them the creameries appear to believe, they will undertake to manufacture in any quantities desired.

PRINTERS' INK does not pretend to be in a position to state that a co-operative advertising campaign on the part of the creamery interests would be feasible and advisable; but we do maintain that it is somewhat surprising that the authorities in that field should turn meekly to the Government for assistance instead, apparently, of even considering the good old American plan of helping themselves. That they should have begun with the presumption that Government aid is necessary for any propaganda of the sort contemplated seems to us a highly significant sign of the times.

### Regulations Not So Bad as They Seem

Business men are gradually becoming accustomed to receiving rules and regulations promulgated by Washington which at first glance appear to be very severe and drastic in their restrictions. And yet on further study it is surprising to see in how many cases the new rules are not nearly so harsh as they appear. Indeed, it often turns out that they do no more than cut off needless excrescences from business, eliminating wastes which everyone is glad to get rid of. It might, in fact, be stated as a general axiom that the man who gets violently agitated on first hearing of some new curtailment of business is needlessly wasting valuable energy, for he is almost certain to find that the first shock is the worst, and that things will later prove not so bad as they seem.

A recent edict of the Pulp and Paper Section of the War Industries Board serves admirably as a case in point. When the Section first issued its new rules about the conservation of paper used in ordinary commercial printing—bond, cover and book papers—many advertising men using direct mail matter got much

excited. Scores of them called up their printers and said they didn't see how they could get out the work they were planning under the drastic new restrictions.

And yet an authority on the paper question who has studied these new regulations carefully informs PRINTERS' INK that there is no real need for any advertiser to suffer more than slight inconvenience, and that on the whole they will work quite as much good as harm. "This action will be a big help," he says, "in standardizing for all time the various kinds of paper.

"We can still get any weight of bond paper and bond envelopes up to 20 pounds' substance—meaning 17x22-20. You have seldom used heavier bond paper. But in case you must have a heavier bond paper, why not use a ledger? Only an expert can tell the difference, and the new regulations allow a maximum weight of 32 pounds for ledger papers.

"Only six colors of bond paper or bond envelopes are allowed in any one line under the new regulations. Only white and india are allowed in ledger papers. Surely these are enough for all real practical purposes. Few firms use more.

"We can still get the usual cover papers up to 20x25-65 pound substance, and coated cover papers up to 20x25-80 pound substance, but the usual covers can be had only in the antique or plate finishes. Seven colors and white are allowed in any one line of cover papers.

"We can also obtain any weight of machine-finish book paper up to 50 pounds' substance, super up to 60 pounds' substance; egg shell up to 60 pounds' substance, and coated up to 80 pounds' substance (all 25x38). You can still get heavier coated paper, but it is classed as coated cover stock—maximum substance 20x25-80, which is really 25x40-160—as heavy as you will ever want.

"Only those firms that lean to a wide variety of fancy and colored papers and those firms which insist on especially heavy or espe-

cially light stocks will be affected, and the inconvenience that these firms will be put to will be very small."

All this simply goes to show that the business man who borrows trouble before he has made a thorough study of the situation is putting an unnecessary burden on himself, and thereby wasting energy. And Energy (though the slogan writers may not have discovered it as yet) Will Win the War.

### **More Magazines for the Soldiers**

What is everybody's business is apt to be nobody's business. Any worthy cause that is dependent on the mass of the people for its support is in danger of faltering by the wayside on account of the catholicity of its appeal. It seems to be so sure of going over "big" that the individual often discounts the little part he is to play.

Descending to particulars, the stream of magazines for the soldiers and sailors is drying up. The Post-office Department reminds the public that any current periodical of general interest may be remailed to those in the service merely by affixing a one-cent stamp. No address is necessary—the department will see to it that the magazines reach a destination where they will be read and appreciated.

Readers of PRINTERS' INK comprise an audience that should be eager to respond to this sort of appeal. We imagine that the flow of magazines will be perceptibly hastened, once they know the need.

### **Prints a Paper for Employees Now in the Service**

The Iten Biscuit Company, Omaha, gets out a regular printed "News-Letter" for the entertainment of former employees now in the service of Uncle Sam. Letters are printed each issue from some of the ninety-odd boys in the service and there is space left over for news about those remaining behind, jokes, etc. The paper makes no pretensions to appearance but is none the less appreciated by its readers on this account.



THE TIMES BUILDING, Seattle, Washington

# The Seattle Daily Times

[Evening]

is now a 3-cent newspaper

# The Seattle Sunday Times

[Sunday Morning]

is now a 7-cent newspaper  
and going strong

## Times Printing Company of Seattle

Times Building, Times Square

JOSEPH BLETHEN, President

C. B. BLETHEN, Editor-in-Chief

NATIONAL REPRESENTATIVES

Eastern and Central

NEW YORK, World Building

ST. LOUIS, Post-Dispatch Building

CHICAGO, Tribune Building

DETROIT, Ford Building

The S. C. Beckwith Special Agency

Pacific Coast

SAN FRANCISCO, 742 Market Street

R. J. Bidwell Company

Members A. B. C.

# The Little Schoolmaster's Classroom

THE Carnation Milk Company, of Seattle, is a national advertiser of Carnation Evaporated Milk. Recently its president, Elbridge A. Stuart, bought at auction a six-months-old Holstein-Friesian calf for \$106,000 to add to the company's stock farms, on which is pastured the largest herd of registered Holsteins in the world.

While this calfet holds the world's record as to prices paid for single stock, his mother has the record for milk production.

The Schoolmaster wonders whether the company will make use of its expensive acquisition in its advertising copy. The public in purchasing an article like milk is interested in knowing that it is of the best. The company's registered stock is kept to improve the herds for dairymen supplying its condenseries.

To be sure, there is the question of squeamishness to be considered. Some people's mouths water at the sight of an advertisement of fresh, clean strips of bacon on a broiler that would be revolted at the portrait of a hog and all the associations it conjures up.

The product itself rather than the circumstances of supply is often the best sales point. Nevertheless, "pigs is pigs," and the Schoolmaster doubts that the public stomach is so tender on the whole. Milk must be had, and the public is therefore interested in knowing the degree of care exercised in its production. And big figures are impressive. Some photographic portraits of Carnation King Sylvia No. 231405, under which cognomen this six-months-old is growing up, together with the facts and reasons incident to his purchase, offer good copy material.

\* \* \*

In connection with this calf's given name, the Schoolmaster once commented on the sponsor in baptism for Pullman cars. But a look into any of our stock papers

will reveal a range of nomenclature run wilder even than in the case of de luxe railroad rolling stock.

One wonders with admiration at the source of such appellations as Sire Sophies Torono, Dam Figgis 9th of Hood Farm 261867, Gamboge's Knight, Oxford You'll Do, Sittyton Roan Sultan, Maxwellton Javelin, and similar weird mouthfuls. To the initiate they undoubtedly tell their tale. At any rate, there's nothing puny about imaginations bred under range skies.

\* \* \*

American advertisers are these days surely giving proof of their ability to make almost any sort of change that business conditions may require.

In an advertisement headed "Instead of Kolynos Samples—The Parley-Voo Book for Soldiers," the Kolynos Company says:

"Owing to the growing scarcity of materials, the Government has requested us, for the present, to distribute no more sample tubes of Kolynos Dental Cream. Instead of these samples, which we have always been glad to send to all applicants, we are sending free the Kolynos 'Parley Voo Booklet'—a forty-page pocket phrase book for the soldiers of the National Army, teaching them practical French phrases and how to pronounce them."

And it reproduces a letter showing what a hit the "Parley Voos" have made with the boys at the front.

The offer of this advertiser reminds the Schoolmaster of an item in a recent issue of the *Outlook*. An American soldier had been studying somebody's vest-pocket French manual and complained to an acquaintance that while the little volume gave many such bits of conversation as "Where is the embassy?" and

"We had a fine voyage," it didn't cover the words he most wanted.

"Well," asked his acquaintance, "what did you particularly want?"

"Oh," replied the Sammy, "I want the French for such things as—'Say, you got nice eyes, kid,' and 'Ain't I met you some place else?'"

\* \* \*

One would hardly suppose—would one?—that the advertising manager of a newspaper, in the full possession of his faculties, to say nothing of his salary, his

box of cigars and his drawing account, would deliberately do something to injure his own business. Nevertheless, that is what some newspaper men have been doing of late, according to an advertising manager for a manufacturer whose products are famous in every hamlet, village and town from Oshkosh and Kankakee to Keokuk and Kokomo.

The Schoolmaster dropped in on this advertiser the other day and found him with a "peeve" a foot thick. After hearing his

## "Right Away, Sir"

**Rapid Service** means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

### **The Rapid Electrotpe Company**

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

**A D V E R T I S E**  
WHERE YOUR GOODS ARE SOLD  
We are Builders of SIGNS and IDEAS for Store Display  
B & B SIGN CO. INC. - 341-347 FIFTH AVE. N.Y.

To make your Advertising an investment—not an expense | TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

**"GIBBONS Knows CANADA"**

a —————  
**“real job”**  
 —————  
**is open**

**A** BIG Ohio manufacturer of the leading electrical household labor-saving specialty in its field intends shortly to inaugurate a Sales School at the factory. Classes will be continuous. A man is wanted who has successfully sold high-priced specialties and who can step in, learn the line, organize the course and skilfully teach it. His “scholars” will be experienced specialty men who have sold other lines as well as many of the present district managers themselves, etc. So “the man” will have to *be there himself* for “camouflage” won’t get by with such salesmen who are attending at their own expense. Impressive personality, forceful address and ability to master details are also essential. Your letter must relate your complete selling history, and qualifications for such a position. Enclose photo if possible. Sell yourself by letter first—don’t hold back expecting an interview to do it. State salary desired. Applications confidential. There is no hurry about selecting the man, so an immediate decision is not contemplated. **A d d r e s s**  
**“M. N.” Box 187, Printers’ Ink**

story, the Schoolmaster believes that he had a right to be annoyed. If the orchestra will accommodate with “Hearts and Flowers,” he will tell the tale.

This advertising manager has under his wing a whole family of products, some of which are old and some new, some extensively advertised and some little known. From time to time a trial campaign is necessary to test some certain merchandising plan or to launch a new product.

For these campaigns an individual city is selected and the local newspapers are heavily used. It may be Pittsburgh or Austin, Tex., or Devil’s Lake; but whatever it is, enough money is spent to give the plan a fair and thorough test.

\* \* \*

“And no sooner do I begin one of these local campaigns, than Hades begins to pop,” the advertising manager sadly confessed to the Schoolmaster. “From every other town in the country the newspaper men write in to tell me what a hideous mistake I have made for my try-out campaign. ‘Why do you waste your money in Emporia, Kan.?’ they write and ask me. ‘Duluth is the only town for a try-out campaign.’ And somebody else writes in that Worcester, Mass., is the only spot on the footstool where the advertiser may be sure of getting accurate knowledge and satisfactory results.

“What is the result? Beseated by this various counsel, my mind becomes confused and my determination discouraged. Whatever they say regarding their own town, they seem unanimous in believing that the town I have picked out is the worst in the country.

“The pathetic side of it is, that these various newspapers would all get the copy eventually, if the try-out proved successful. When, by reflecting on the wisdom of my choice, they create doubt in my mind as to the value of the whole adventure, they are simply lessening the chance that there will be copy for them later on.

“So any way you look at it, these newspaper men are choking

to death the goose that lays the golden eggs, simply because he strayed into a neighbor's coop before visiting them."

### Prospects I have Met

"Is the office boy on duty to keep people away from me?"

"Yes, sir."

"Is there a bench in the hall on which busy men may sit while waiting to see me?"

"Yes, sir."

"Is there a hidden lock on the gate that leads into the outer office?"

"Yes, sir."

"Has the telephone girl been instructed to ask all who call for me their name and business?"

"Oh, yes, our telephone girl knows all about that."

"And to consult me before permitting anyone to talk to her?"

"Yes, sir."

"Is everything arranged here to make it as difficult as possible for people to transact business with this firm?"

"It is."

"Good. Then I'll go into my office and begin plans for our salesman selling other people."—*The Needle.*

### Business Paper Convention Committee Appointed

The Associated Business Papers, Inc., has appointed the following committee to make arrangements for the annual convention which will be held in New York in October: Harry Tipper, *Automotive Industries*, chairman; Roger W. Allen, Allen-Nugent Co.; Roy V. Wright, Simmons-Boardman Pub. Co.; John Clyde Oswald, *American Printer*; and A. C. Pearson, *Dry Goods Economist*.

### R. J. Parvin's New Position

Robert J. Parvin, formerly sales and advertising manager for the Northern Equipment Company, Erie, Pa., has become assistant sales manager of the Vulcan Soot Cleaner Company, Du Bois, Pa.

### Pancoast Is Sales Director for Davids Inks

Thomas H. Pancoast, Southern sales manager of the Thaddeus Davids Ink Co., Inc., New York, has been promoted to the position of director of sales.

James A. Rice has been appointed Western representative of Judge, New York.

## LESS COST for Better High-light Halftones

Ten to twenty per cent saved by the use of our Patented Dropout Process—Solid Blacks, Pure Whites by simple preparation of copy. Let us call.

**RANCK & GOURLAY STUDIO**  
131 EAST 23rd STREET, NEW YORK  
Phone, Gramercy 5472

## \$200 a Month Guaranteed ANY AMOUNT YOU DESIRE

A monthly Income Bond provides for your future. Sold on partial payment plan. Protects your family in case of death while paying. Write for particulars. F. ROLKER, 512 Fifth Ave., Suite 611, N. Y. City

We can help advertisers in so many ways to sell to college students—  
That we KNOW college advertising (as we handle it) will be invaluable to you.

**Collegiate Special Advertising Agency, Inc.**  
503 Fifth Avenue, New York Established 1913

## WANTED

## Western Manager

FOR CHICAGO OFFICE

Advertising Department first class general medium, over a million circulation. Salary and commission. Foreign Newspaper or magazine experience in the west required. Particulars by letter only. New York or Chicago interviews will be arranged. "MJ," Box 188, care Printers' Ink.

## Your Canadian Advertising Agents



should be  
**SMITH, DENNE & MOORE**

WE ARE  
ON THE SPOT  
AND KNOW  
CONDITIONS

TORONTO

CANADA

MONTREAL

Gas plants are the nation's  
"home guard." Reach them with

## THE GAS RECORD

(Semi-monthly)

CHICAGO

Member A. B. C. and A. B. P.

Eastern Office: 51 East 42d Street, New York  
Telephone, Murray Hill 1081

### Comparative Reader Interest

Circulation

Los Angeles Evening Herald - 137,707

Second Evening Paper..... 61,152

Third Evening Paper..... 43,092

The above Government statement figures show that the circulation of the Evening Herald is many thousand in excess of the daily average circulation of any other Los Angeles newspaper.

The Evening Herald goes into 33,463 MORE HOMES EVERY DAY than all other Evening papers combined.

Member of the A. B. C.

Are YOU Getting

# Marketing

and Business Management

## CANADA'S Journal for Advertisers

News of advertising and trade conditions, informative stories of Canadian advertising and selling methods, review of ads, booklets, etc., and reports of Canada's advertising activities. A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send 20c for current issue, or \$2 for year's subscription to

W.A. LYDIATT, Publisher, 53 Yonge St., Toronto

The Furniture Merchants Trade Journal has a much larger proven paid circulation among rated furniture dealers than any other furniture magazine.

A.B.C. Members. Sub. price, \$3 a year.

**FURNITURE MERCHANTS  
TRADE JOURNAL**

Des Moines, New York, Chicago  
Indianapolis

### Advertisers to Improve Ice Company Service

Newspapers in ten or twelve cities of Georgia, South Carolina, Florida, Tennessee and Alabama, where the Atlantic Ice & Coal Corporation has its plants, have been carrying educational advertising for this company. The aim is to secure the good will of patrons by inviting them to communicate any lack of service to the main offices, rather than to harbor a "grudge" either against the company or its drivers.

"We want you to know," says the copy, "that we are putting forth every effort, despite the difficulties which war times have put upon us, to see to it that you get at all times:

"1. The best service possible to provide,

"2. The purest ice that can be made,

"3. Full weights."

Regarding weights, the advertisement continues:

"Each ice wagon carries scales of the most improved make, and our customers are urged to require that the ice be weighed whenever there is any doubt whatever as to the quantity delivered by the driver."

Customers are reminded that they have a part to perform in arranging in advance to receive supplies of ice so that deliveries can be made without loss of time.

### Juniors Will Fight Rats—The Kaiser's Allies

A new field for service is developing for the Junior Soldiers of the Soil, whose activities PRINTERS' INK has commented on in the past. This will be to aid in the extermination of rats on the farm. The campaign will be explained in the September issue of *Successful Farming*, which is responsible for the Junior Soldiers' movement. From 35,000 to 40,000 boys and girls are enlisted and their united effort would help perceptibly in ridding farms of these rat pests, which annually destroy food enough to feed an army.

The previous activities of the Junior Soldiers have centered in Calf and Pig Clubs, war gardens, fruit canning, knitting, etc.

### Why We Work So Hard

REVILLON WHOLESALE, LIMITED  
ESTABLISHED 1723

EDMONTON, ALTA., Canada,

August 16, 1918.

Editor of PRINTERS' INK:

I have been mildly interested in the discussion over changing the size of your magazine.

The way I feel about it is, I don't care a whoop what size you turn out in, so long as you make the reading matter as intensely interesting and informative as your number of August 1, for example. I would buy P. I. if it were newspaper size or vest pocket edition.

W. R. COUTANT.

## Store Lists Advantages to Women Workers

Hearn's department store in New York takes a part of its newspaper space to advertise for women workers—with or without experience. "Advantages at Hearn's" are listed as follows:

Steady employment for all who are attentive.

Best opportunities for advancement.

All day Saturday during July and August—holiday, with pay.

"Early leaving" on stormy afternoons.

Early closing during Christmas season.

Day off with pay after Christmas.

Service of chiropodist free of charge.

"Time off" occasionally and time allowed for shopping.

Liberal recess time during working hours.

Hot and cold luncheon at about cost.

Rapid transit facilities for 5 cents from many sections.

And many other advantages.

"It is patriotic," says the copy "to render service in any and every capacity, and we are appealing to those women who have been leading a life of leisure to become more active."

## Seek British Registry for French Trade-Mark

Application has been made in London for the British registration of the French national trade-mark. "The British registration of this mark is certain to be stoutly opposed by owners of trade-marks with which it comes into conflict," says a bulletin of the London American Chamber of Commerce. "There is no doubt that it will also be vigorously resisted by those in opposition to the registration of any national trade-mark. This opposition includes a vast majority of important British owners of private trade-marks, chambers of commerce, and other commercial organizations. In short, the French mark will have to run the gauntlet of the same organized commercial opposition that induced the Government to refuse registration of the British Empire trade-mark because it was 'not in the public interest'."

## Use Envelopes Twice in Britain

The United States has a long way to go in the path of paper economizing before it reaches the point attained by some of the European countries. Newspapers abroad have been cut, as is well known, to four pages in many instances, and some of them appear as a single sheet. One of the latest methods of paper saving is reported from Great Britain. Many firms, it is stated, are using envelopes twice. Those arriving by incoming mails are slit open at the ends, arranged in piles, and handed over to apprentices, who obliterate the old address by means of a gummed label, with a perforated strip attached, which is torn off and used for closing the envelope again.

## PROCESS COLOR

CATALOGS

BOOKLETS

CHARLES FRANCIS PRESS is especially equipped to handle and expedite orders for high grade PRINTING Service—the best

PRINTING CRAFTS BUILDING  
Eighth Ave., 33rd to 34th Sts.  
NEW YORK

## HOUSE ORGANS



## "CLIMAX"

SQUARE-TOP

## PAPER CLIPS

Best and most economical

Pat. Dec. 12, 1916 Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.

Packed 10,000 to the Box.

10,000.....	15c	per 1,000
50,000.....	10c	per 1,000
100,000.....	8c	per 1,000
500,000.....	7c	per 1,000
1,000,000.....	6½c	per 1,000

Order Direct from

**Buffalo Automatic Mfg. Co.**  
457 Washington Street, BUFFALO, N. Y.

## To Publishers and Editors of Trade and Technical Papers

Do you know of a big, capable editor, employed or unemployed, who would be willing and competent to accept a position affording opportunity for patriotic service of the very highest importance to the United States, to industry and to all Business Papers? The right man must be bigger than the salary, and willing to enter upon the work chiefly for the service he will be enabled to render his country.

The compensation will be reasonable, but in addition this man will have the satisfaction of performing an important war service, and will receive the widest possible recognition and appreciation from the Business Press of the country. If you are the man, or if you know such a man, write at once to Jesse H. Neal, Executive Secretary, Associated Business Papers, 220 West 42nd St., New York.

## Classified Advertisements

### HELP WANTED

#### OFFICE MANAGER

Experienced—woman—for rapidly growing Advertising Agency. Salary \$20-\$25 per week. Geo. W. Tryon, Times Bldg., 42d Street, New York City.

Experienced advertising agency copy writer wanted for general advertising agency work. State age, experience and salary expected. Submit specimens of work. The Cramer-Krasselt Co., 354 Milwaukee St., Milwaukee, Wis.

Experienced newspaper executive, competent to take general charge if necessary of daily paper in city of 60,000. Good references required. Give particulars of experience and state salary expected. Correspondence confidential. Address Box 659, care of Printers' Ink.

**WANTED**—Advertising solicitor for Business Paper covering heavy hardware, tractor and implement field in the South. Only experienced, successful man familiar with and having entrée to this class of advertisers will be considered. Address: J. C. MARTIN, 1021 Grant Building, Atlanta, Georgia.

#### AN OPENING FOR A COPY MAN

A New York agency has an opening for a capable writer, with agency experience, who can show that he can prepare copy for newspapers, magazines, and trade journals, that sells the goods. Correspondence considered confidential. State salary expected. Address: Box 657, care of Printers' Ink.

#### A SMALL AD—BUT A BIG JOB

We are a New York Agency. A combination copy, plan and sales man will find with us an opportunity to head our copy department; work out his own ideas in his own way; and determine his own earnings. Send particulars of your experience to J. Bernard Lyon Company, 1108 Times Bldg., N. Y. City.

#### TO A SUCCESSFUL COPY AND PLAN MAN AN UNUSUAL OPPORTUNITY IS OFFERED BY A NEW YORK ADVERTISING AGENCY

He must be high-class, clean-cut, level-headed; able to analyze, plan, create, and write forceful selling copy—in fact, he must be capable of selling an account and fully executing a large national campaign.

If he can bring business, so much the better, but he must feel that he can develop accounts and that he is strong enough to head our copy department.

For such a man a position is open at a good salary, with an opportunity to become permanently connected with an enthusiastic, progressive and congenial organization.

All communications strictly confidential. Please be explicit. Address "Originality," Box 665, Printers' Ink.

#### WESTERN ADVERTISING REPRESENTATIVE WANTED FOR TECHNICAL MAGAZINE IN NEW YORK. BOX 669, CARE OF PRINTERS' INK.

Young man or woman as an assistant in Advertising and Sales Department. W. A. Martin, Jr., D. E. Sicher & Co. "World's Largest Makers of Undermuslins," 45 to 51 West 21st Street, New York.

### Sales-Correspondent

A Mail Order Jewelry Corporation seeks the services of a versatile and experienced correspondent. State experience, age, salary expected. Draft exempt. Box 668, care of Printers' Ink.

Printing salesman. An excellent opportunity is afforded to one controlling business. Modern up-to-date printing plant, experts in color work, good opportunity for a live man to get into a young organization. Salary and commission. Box 667, care of Printers' Ink.

**CIRCULATION MANAGER WANTED** by publisher of class journals located in the South. Present circulation in good shape, maintained by agents on salary and commission basis. The right man can build up from present basis, largely increase direct by mail subscriptions, renewals, etc., and will be paid according to results he produces. Address: Box 656, Printers' Ink.

### WANTED

There is some young man doing good advertising work, who is exempt from military duty because of dependents, who seeks just such an opportunity as our Advertising Department presents. Here he will do much writing for house-organ; designing and laying out advertisements, as well as copy; taking pictures in our plants; buying engravings from thumb-nail zincs to process color plates; assuming and executing the duties of right hand man to Advertising Manager.

This is an "essential enterprise" (manufacturing steel and steel products). Our advertising department operates also a large printing plant and printing knowledge is desirable. If the applicant is somewhat of an artist so much the better. Salary to start \$1500 to \$1800.

It's not an easy job and title hunters and floaters need not apply. Write fully, giving outline of experience, photo of self, list of positions held, and submit two or three representative samples of copy and layout work done. "Steel Manufacturer," Box 666, care of Printers' Ink.

MISCELLANEOUS

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The Open Door to the Hardware Stores of the World. Write for sample. 251 Broadway, New York City.



ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

# Electros 1c

A Square Inch—Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00. No order too large or too small.

GENERAL PLATE CO. TERRE HAUTE INDIANA

POSITIONS WANTED

Experienced solicitor-manager, A1 record, large acquaintance New York City and Eastern territory, available for general or trade publication. Box 661, care of Printers' Ink.

Copy and Layout Man (good sketch artist); prepared newspaper and magazine ads, booklets, folders, house organs on wide range technical and general subjects; fast producer; New York man; familiar with type, printing, engraving; will be draft exempted. Address: Box 663, care of Printers' Ink.

Newspaper executive, familiar with circulation, advertising, news, mechanical and accounting departments and a capable editorial writer, open for engagement. Has a record of real achievement. Only general management or chief editorial position in city of 100,000 or more considered. Now serving with success and satisfaction to employer as general manager of paying newspaper. Personal reasons for desiring change. Not liable to military service. Address: Box 662, care of Printers' Ink.

WANTED

Position as Sales Manager by seasoned sales executive. Fifteen years' successful experience selling specialties to retail and jobbing trade. Now District Sales Manager for specialty manufacturer, handling fifteen to twenty salesmen and earning about \$5000 per year, but want larger opportunity. Would like to hear from good house needing real producer. I am the man you are looking for and can prove it. Available October 1. Address Box 671, care of Printers' Ink.

ADVERTISING SOLICITOR

Experienced trade-paper solicitor seeks new connection. Good chance to secure first-class man released through Gov't restrictions. A-1 record. Box 664, P. I.

TWIN GIRLS

former students of Pratt Institute desire opportunity to "make good" at commercial designing. Have had 5½ years' training. Will some New Yorker help us to help them? Box 672, care of Printers' Ink.

WANTED—By an executive, exempt from draft, with extended experience and unquestioned references as to character and results secured through men and women employes of various types, an opportunity in which persistence, initiative, individuality and clear thinking backed by everyday common sense, an unusual advertising instinct and strong personality can be made mutually advantageous. Box 658, care of Printers' Ink.

# Poster Designer

Not a mere artist, but a man of ideas, education and experience in poster publicity, one who can deliver that message for you in simplicity of color, design and copy; desires to connect with a firm in New York City who can use a high-class man and is willing to pay.

"D.D.," Box 655, care of Printers' Ink.

# Private Secretary

Retiring from business, wish to locate exceptionally capable secretary and office assistant (woman about 35), with me over 15 years. Quick stenographer, rapid typewriter, excellent correspondent. Experienced in advertising, printing, follow-up, in keeping corporation records, minute books, etc.; considerable practical knowledge of bookkeeping. Absolutely dependable and trustworthy in confidential matters. Will not leave New York. Salary about \$2000. Box 660, care of Printers' Ink.

# ADVERTISING MANAGER

and Director of Sales Promotion; 8 years' experience; equipped to handle all branches of work in either line; now earning \$5,000 a year with prominent automobile manufacturer

# Seeks Connection

either in sales or advertising department of high-grade organization not engaged in a non-essential business with prospect for advancement after the war.

Address

Box 670, care of Printers' Ink

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we maintain  
Offices and  
Poster Plants  
in over 400  
large cities  
and towns in  
twenty-three  
states acting  
as service  
stations to the  
advertiser

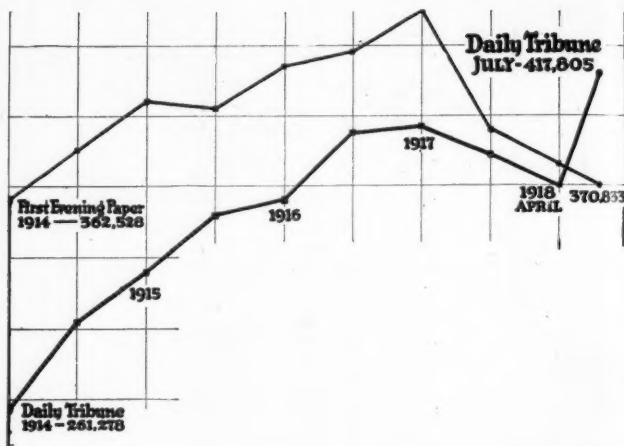
**Thos. Cusack Company**

CHICAGO

NEW YORK

*Largest Advertising Company in the World*

# Daily Circulation



Four years ago, The Chicago Tribune ranked third in *daily* circulation among Chicago papers. One evening paper led The Tribune by 101,250 and another by 93,720. Last month The Daily Tribune exceeded the first of these evening papers by 47,072, and the second by more than 100,000 circulation. The chart above shows how The Daily Tribune has gained on and passed its nearest rival.

Unique among metropolitan newspapers The Chicago Tribune has not only unequalled *numbers* but also unequalled *quality* of readers. Naturally The Chicago Tribune leads all other Chicago papers in volume of advertising.

## The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)

Write for the BOOK OF FACTS

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

OL. CIV, No. 10

NEW YORK, SEPTEMBER 5, 1918

10c A COPY

## Vanity Fair UNDERSILKS



LESS than a year and half ago the name, "Vanity Fair Undersilks" was unknown!

Then these little figures began to dance their way through pages of advertising in the leading fashion publications.

Women saw and asked for Vanity Fair; sales heard and *ordered* Vanity Fair.

Today, Vanity Fair Undersilks in their pretty Pink-and-Gray boxes are to be found in the best department stores from coast to coast.

Not all due to advertising—no! The garments are cleverly designed but advertising made the road short. It was directly responsible for one trade outlet which in itself justifies the larger part of the advertising expenditure.

The Schuylkill Silk Mills give full credit to our contribution to this success.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

## Educational Originality in Advertising

"ORIGINALITY" in advertising, that is merely smart for the sake of smartness; that is incoherent, insipid and out of tune, is worse, even, than mediocrity.

But *Educational Originality*—interrupting ideas that attract eye and mind, conveying information and creating desire, make advertising the greatest business-producing power in the world.

If you believe educational originality would make your advertising worth more to you

*"Put it up to men who know  
your market"—*

# FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.  
Chicago, Ill.



Consultation  
without charge  
or obligation